

LIFE



SUMMER SHOWER

JULY 19, 1937

10 CENTS

**Don't
RISK YOUR LIFE
ON THIN WORN
TIRES!**

**JOIN THE
FIRESTONE
Save a life
CAMPAIGN
TODAY!**

**PROOF OF
PERFORMANCE
IS
Proof of Safety**

★ Firestone Tires have been on the winning cars in the gruelling Indianapolis 500-mile race for 18 consecutive years.

★ Ab Jenkins drove 7,134 miles in 48 hours, on Firestone Tires, averaging 148 miles per hour, over the hot salt beds of Lake Bonneville, Utah, without tire trouble of any kind.

★ For nine consecutive years, Firestone Tires have been on the winning cars in the dangerous Pike's Peak climb, where a skid meant death.

★ Firestone Tires are used on Greyhound buses, to insure safety, comfort and on-time schedules for their 30 million passengers.

★ Firestone Tires are used on the entire fleet of Chicago Yellow Cabs, to protect their 20 million passengers against the dangers of blowouts and skidding.

**The MASTERPIECE of
TIRE CONSTRUCTION**

★ Car owners know that driving on thin, worn tires is dangerous. Don't risk your life and the lives of your family another day by taking unnecessary chances, when new tire safety costs so little. In choosing new tires, buy the tires that are first choice of race drivers, big tire users, and car owners everywhere. They choose Firestone Gum-Dipped Tires for greatest safety, mileage and economy.

It was not by chance that every car in the 500-mile automobile race at Indianapolis was equipped with Firestone Gum-Dipped Tires, because race drivers, who know tires, will not risk their lives or chances of victory on any other tire. They choose and use the safest tires that it is possible for them



Above is a section cut from a smooth, worn tire, with non-skid protection worn off. Tires in this condition are more liable to punctures, blowouts and skidding.

Above is section cut from a new Firestone Tire. Note the thick non-skid protection against skidding, blowouts and punctures. See by actual demonstration.

to buy. These men know that while tires may look alike on the outside, they are quite different on the inside. From their knowledge of tire construction, and years of driving experience, they know that greatest blowout protection and safety are built into Firestone Gum-Dipped Tires. They know that Firestone Tires are built with extra patented construction features that make them safer.

For your safety and the safety of your family, examine a cross-section and see for yourself how the Firestone special construction features provide greatest protection and save you money. Join the Firestone SAVE A LIFE Campaign today by equipping your car with a set of new Firestone Gum-Dipped Tires — the safest and most dependable tires that money can buy.

DO YOU KNOW

THAT last year highway accidents cost the lives of more than 38,000 men, women and children?

THAT a million more were injured?

THAT more than 40,000 of these deaths and injuries were caused directly by punctures, blowouts and skidding due to unsafe tires?

**Why FIRESTONE GUM-DIPPED TIRES
GIVE GREATEST SAFETY**

THEY WILL STOP A CAR UP TO 25% QUICKER as proved in tests by a leading university. The scientifically designed tread and the specially compounded rubber give you longer non-skid mileage and lower cost per mile.

THEY GIVE YOU GREATEST BLOWOUT PROTECTION because the cord body is Gum-Dipped. Gum-Dipping is the Firestone patented process that saturates and coats every cotton fiber in every cord of every ply with pure liquid rubber. Gum-Dipping counteracts internal friction and heat that ordinarily destroy tire life.

THE TWO EXTRA LAYERS OF GUM-DIPPED CORDS UNDER THE TREAD bind the tread and the Gum-Dipped cord body into one inseparable unit, providing greater strength and greater protection against punctures and blowouts.

BUY NOW AND SAVE MONEY

You Save because Firestone High Speed Tires give you most miles per dollar.

You Save yourself and your family from dangerous accidents because Firestone patented construction features give you greatest blowout protection and safety from skidding.

You Save by buying now as tire prices are advancing. The price of crude rubber has gone up 110% and cotton more than 25% during the past two years. **BUY NOW AND SAVE.**

Listen to the Voice of Firestone featuring Margaret Speaks, Monday evenings over Nationwide N. B. C. Red Network

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Firestone

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HERE'S WHAT YOU WANT IN YOUR NEXT CAR!



More Room... Safety for your family... Greater Comfort and Economy... YOURS in a Plymouth!

ISN'T THIS WHAT YOU WANT?...

A big car... with plenty of room to stretch out your legs...in fact, the roomiest interior of "All Three" low-priced cars.

A beautiful car... that you're proud to park...one that's nicely finished inside, too.

A car that's easy-handling, quiet-running...with the full power

you like to feel under your foot.

IT'S YOURS—IT'S PLYMOUTH! The safest car built...the car that's most economical on gas, oil and all-round upkeep!

Ride in Plymouth. It's the *most* for your money—it's "the car that stands up best!"—PLYMOUTH DIVISION OF CHRYSLER CORPORATION, Detroit, Michigan.

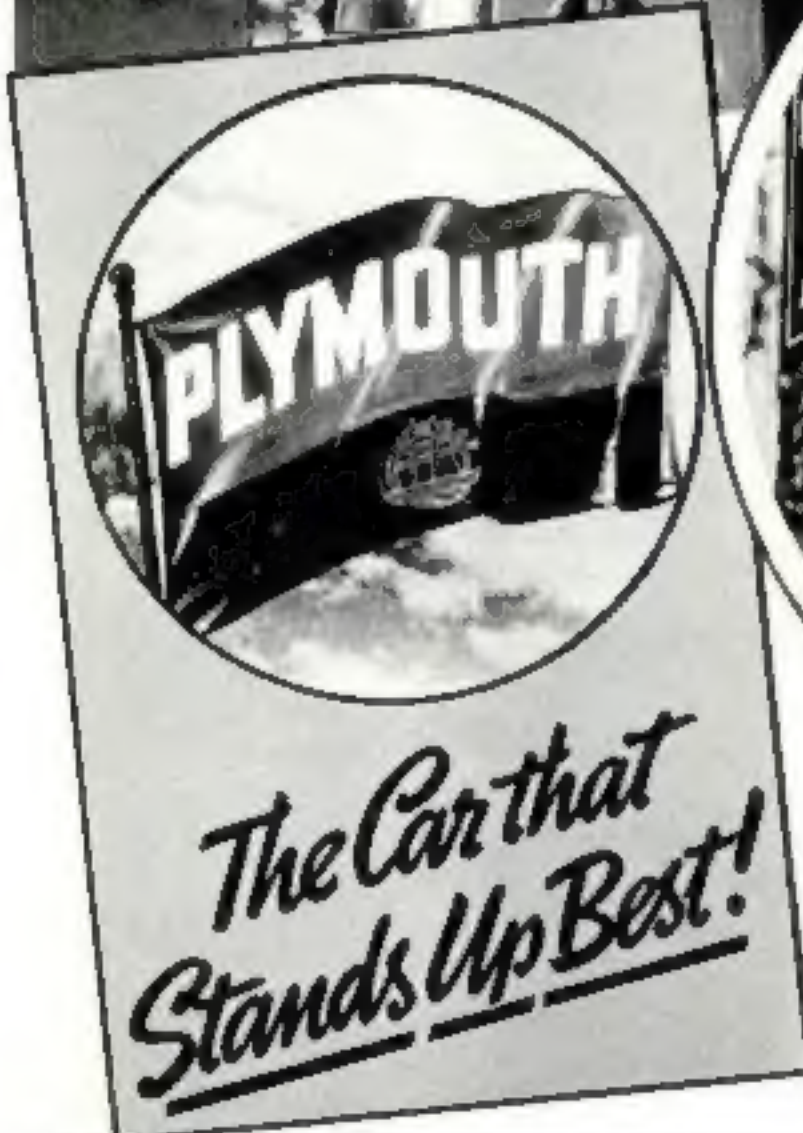
RESTFUL, deep-cushioned, "chair-height" seats—inches wider in front and rear...**INCHES MORE** leg room and elbow room...give you an **UTTERLY NEW COMFORT.**

DIAMONDS bore the wrist-pin holes in Plymouth's pistons...the sort of care that makes Plymouth **STAND UP BEST.**



PRICED WITH THE LOWEST—The Commercial Credit Company has made available, through Chrysler, De Soto and Dodge dealers, terms which make it easy to buy a new Plymouth today.

TUNE IN MAJOR BOWES' AMATEUR HOUR—Columbia network, Thursdays, 9 to 10 p. m., E. D. S. T. Sponsored by Chrysler Corporation.



ROUGH GOING...back roads and plowed fields convinced Game Warden David Benson that Plymouth stands up and performs best!

(Right) **PLYMOUTH'S** double-acting hydraulic brakes give even, smooth stops...for over 10 years conceded to be the safest made!



PLYMOUTH BUILDS GREAT CARS

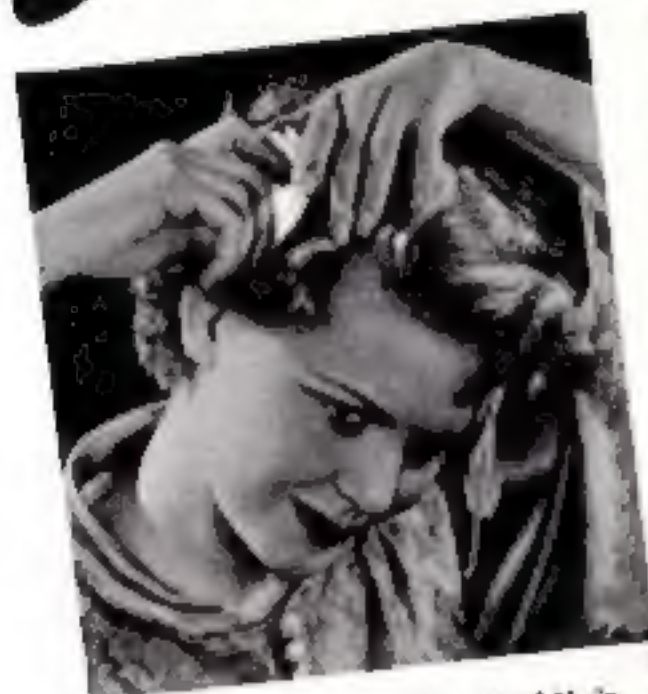
This One



FFOX-SP6-BUSX



The Hair The Sun shines on



1. Part the hair and apply 'Vaseline' Hair Tonic with cotton directly to the scalp. For a real 'salon' treatment the Tonic may be warmed before applying. Massage well until the scalp tingles and moves easily.



Vaseline HAIR TONIC

REG. U. S. PAT. OFF.
Cor. 1237, Chesebrough Mfg. Co., Cos'd, New York.

Summer days are dry scalp days . . . and especially hard they are on woman's crowning glory . . . Use 'Vaseline' Hair Tonic regularly and you'll keep your hair soft and lustrous the whole summer through. . . It corrects dryness, removes loose dandruff and tends to prevent its recurrence. Try this simple routine before your next shampoo . . .



2. Then steam the head for several minutes in hot towels to open the pores, and allow the Tonic to penetrate. Shampoo. Chesebrough Mfg. Co., Cos'd, New York.

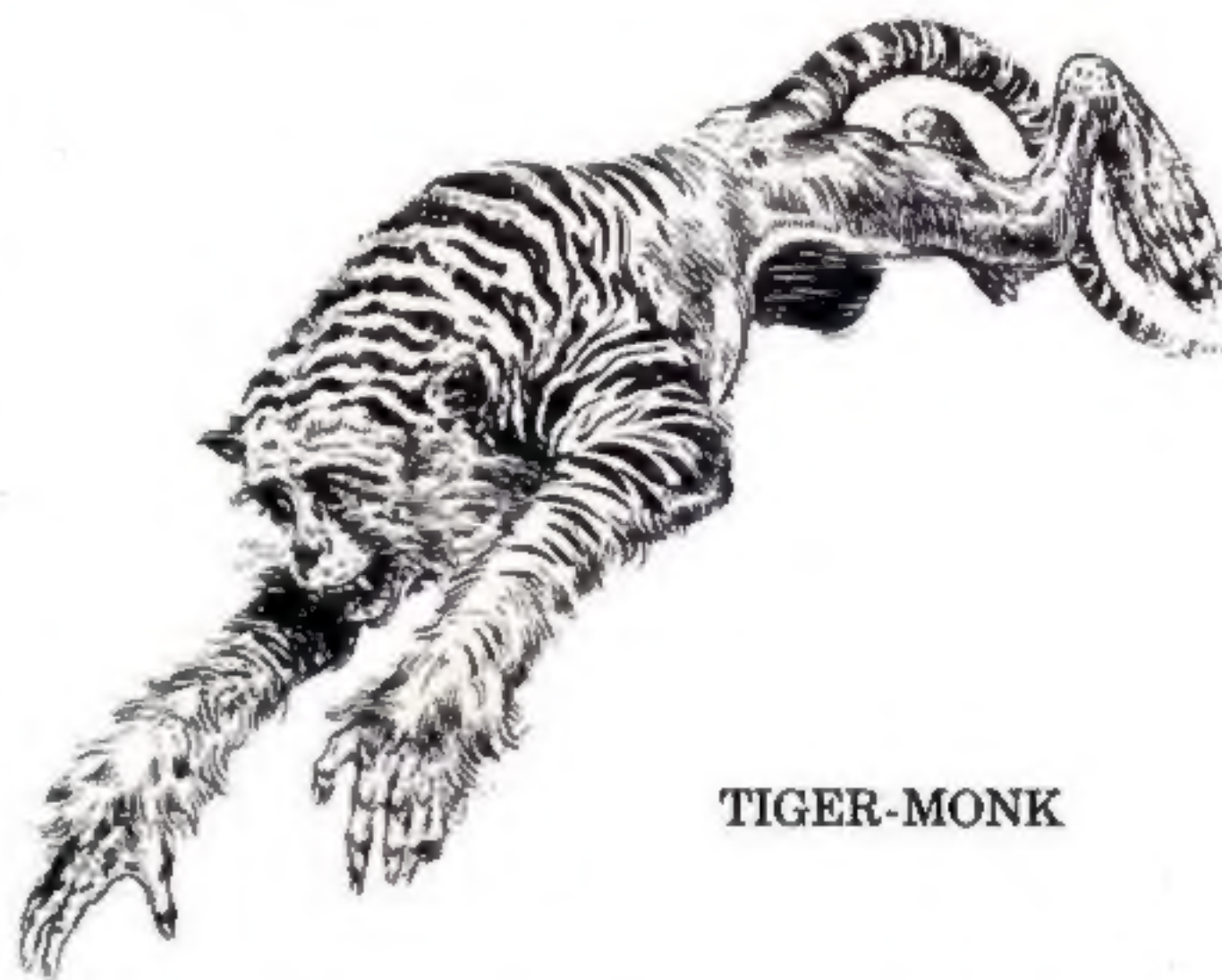


T stands for Tiger—a super-sized cat—
So **TOUGH** that he'd eat you
in two seconds flat!



M stands for Monkey—
A **FAST-MOVING** gent.
When you he sees coming,
He's already went!

Now mix them both up, and mix them up well,
And there is the secret of New Golden Shell.



TIGER-MONK

Like two oils in one, it's Tough and it's Fast.

It Cuts Starting Wear, and how it does last!

Starting causes More Engine Wear than all the running . . . New Golden Shell Motor Oil is Fast-Flowing to reduce this wear . . . Tough so it stands the heat of steady driving.

Golden Shell

The New Motor Oil



A **FREE** COPY... *For Your Library*

THE BIBLE

DESIGNED TO BE READ AS LIVING LITERATURE

The KING JAMES VERSION of the Old and New Testaments

but in a new form,
more readable than any edition ever published

The most important book in the world, which a hundred times you have promised yourself to read through—and never have!



Place this Bible on your library table, or your bedside, and you will at last read it with the full pleasure and enjoyment you have long anticipated.



IME and again throughout your life, if you are the average intelligent reader, you have promised to give yourself the final enjoyment of "really reading the Bible." The pull toward it, through tradition, through curiosity, through your own delightful sampling of its beauties, is never-ending. Yet, somehow you have never read it. This is common experience, and it is an enigma. The explanation, without question, is that the form in which the Bible is commonly presented to us as readers, instead of helping, throws up constant obstacles to its being read with genuine pleasure, enjoyment and full understanding.

A Bible at Last You Will Read

This new edition of the Bible has been prepared with this lamentable state of facts in mind. The Old and New Testaments are here presented in the time-honored King James Version, with all its matchless beauty of language. But it is the King James Version in a new form. First, readability: the type is nearly twice as large as this. Also, the pages are set in a single column easy for the eye, instead of in two columns of small type, as in most Bibles. But the chief difference is a matter of editorial presentation. Each one is preceded by a brief but salient account of when it was

written, and under what circumstances. The historical material presented is of the most fascinating nature.

Prose Printed as Prose, Verse as Verse

Moreover, while this is the King James Version of the Bible, the varied material is presented as it was originally written. Where it is a prose legend or historical narrative, it is printed as prose; but where a book was written as verse, perhaps handed down as a chant like the poems of Homer, it is printed as verse. Where it was written as a drama, it is printed as drama, with lists of characters and the name of the character speaking, so that there is no confusion as to who is saying what. Unimportant genealogies—the endless "begats"—having no literary interest whatever, are omitted; so also are pure repetitions, of which there are many in the Scriptures.

One Thing Left—To Read the Bible

Thirty-five years ago that great Biblical scholar, Professor Richard G. Moulton, said of the Scriptures: "We have done almost everything that is possible with these writings. We have overlaid them, clause by clause, with exhaustive commentaries; we have translated them, revised the translation, and quarreled over the revisions . . . There is yet one thing left to do with the Bible; simply to read it."

This edition of the Bible is designed for that purpose. May you at last, as you have long wanted to, enjoy it!

WHY WE OFFER TO GIVE YOU A FREE COPY OF THE BIBLE

THERE is no reader of *Life Magazine* who would not find it in many ways to his advantage to subscribe to the service of the Book-of-the-Month Club; and we make this extraordinary offer in order to demonstrate that this is the case.

What we here propose is this: mail the inquiry coupon, and a copy of this fine library volume will immediately be put aside in your name, and held until we hear whether or not you care to join. In the meantime, a booklet will at once be sent to you outlining how the Club operates.

Study this booklet at your leisure; you may be surprised, for instance, to learn that belonging to the Club does not mean you have to pay any fixed sum each year; nor does it mean that you are obliged to take one book every month, twelve a year (you may take as few as four); nor are you ever obliged to take the specific book-of-the-month selected by

the judges. You have complete freedom of choice at all times. You also participate in the Club's "book-dividends," of which over \$1,250,000 were distributed among members last year alone.

If, after reading the booklet, you decide to join the Club, the free copy of THE BIBLE being reserved for you will at once be shipped to you.

Here is a very interesting fact: over 150,000 families—composed of discerning but busy readers like yourself—now get most of their books through the Book-of-the-Month Club; and of these tens of thousands of people not a single one was induced to join by a salesman; every one of them joined upon his own initiative, upon the recommendation of friends who were members, or after simply reading—as we ask you to do—the bare facts about the many ways in which membership in the Club benefits you as a book-reader and book-buyer.

BOOK-OF-THE-MONTH CLUB, Inc. A-227
385 Madison Avenue, New York, N. Y.

Please send me without cost, a booklet outlining how the Book-of-the-Month Club operates. This request involves me in no obligation to subscribe to your service. It is understood that if I decide to join the Club, I will receive a free copy of *The Bible*.

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FIRST CAME STEEL... *then* COP-R-LOY



SEENAUEN

It is Happening Everywhere, every minute of every hour, every day . . . someone meeting someone; something moving somewhere; all traveling safely, swiftly, and on schedule time . . . in cars of steel on roads of steel. To the rail systems of America, where the *quality of steel* is the measure of certainty in service, Wheeling COP-R-LOY makes a definite contribution to the safety and comfort of travel. This time tested metal—first recognized by railroads for its



greater corrosion resistance—safely fastens thousands of miles of track. COP-R-LOY plate forms the bodies of sturdy cars; COP-R-LOY sheets provide the ducts for air-conditioning; COP-R-LOY serves as boiler tubes, as air lines for brakes, as dependable systems for plumbing, heating and refrigeration. For the same safe economical service to the home, business building, mill and factory, COP-R-LOY is sold by leading distributors. It's Wheeling Steel.

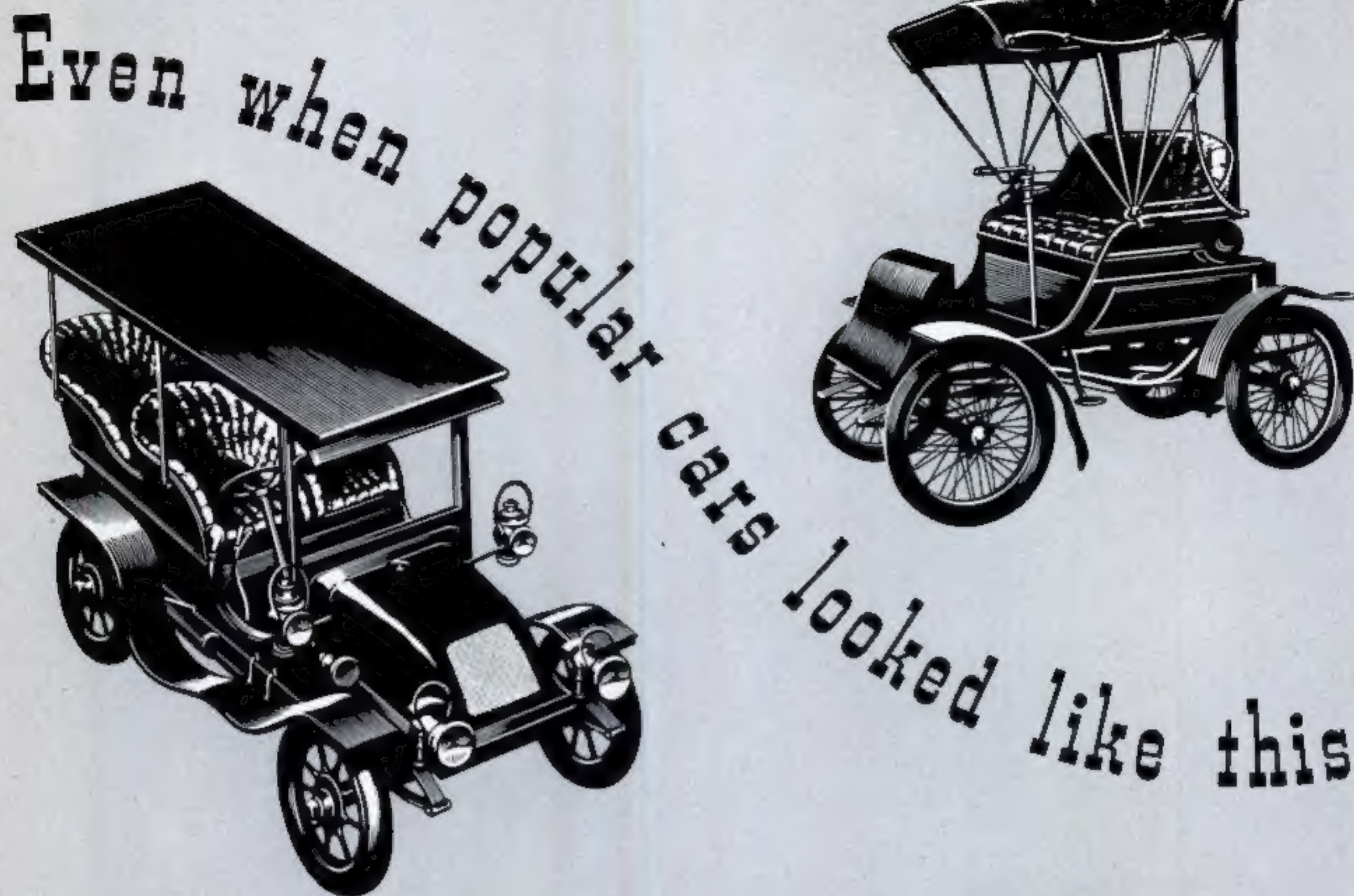
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COP-R-LOY IT'S WHEELING STEEL

Reg. U.S. Pat. Off.

Copyrighted material

Even when popular cars looked like this



QUALITY TIRES *were marked like this* **Diamond**

More than forty years of rubber experience goes into the building of every Diamond Super Service Tire.

Out of that experience has come the extra safety features that assure you of long carefree mileage and protection against dangerous blowouts, no matter where or how you drive.

Safe tires are mighty important

factors in today's high speed traffic, with its sudden stops and quick turns. Diamond's blowout protection features are specially designed to meet these extreme conditions, and Diamond users always drive with a greater feeling of security.

And of course this tire that has so much extra protection at vital spots

is the tire that gives you thousands of extra miles of service.

For safety, for mileage, for economy, see your nearest Diamond dealer. He knows your problems, and he knows that Diamond Super Service Tires will give you greater protection and greater value for your money.

Factories: Akron, Ohio and Los Angeles, California.

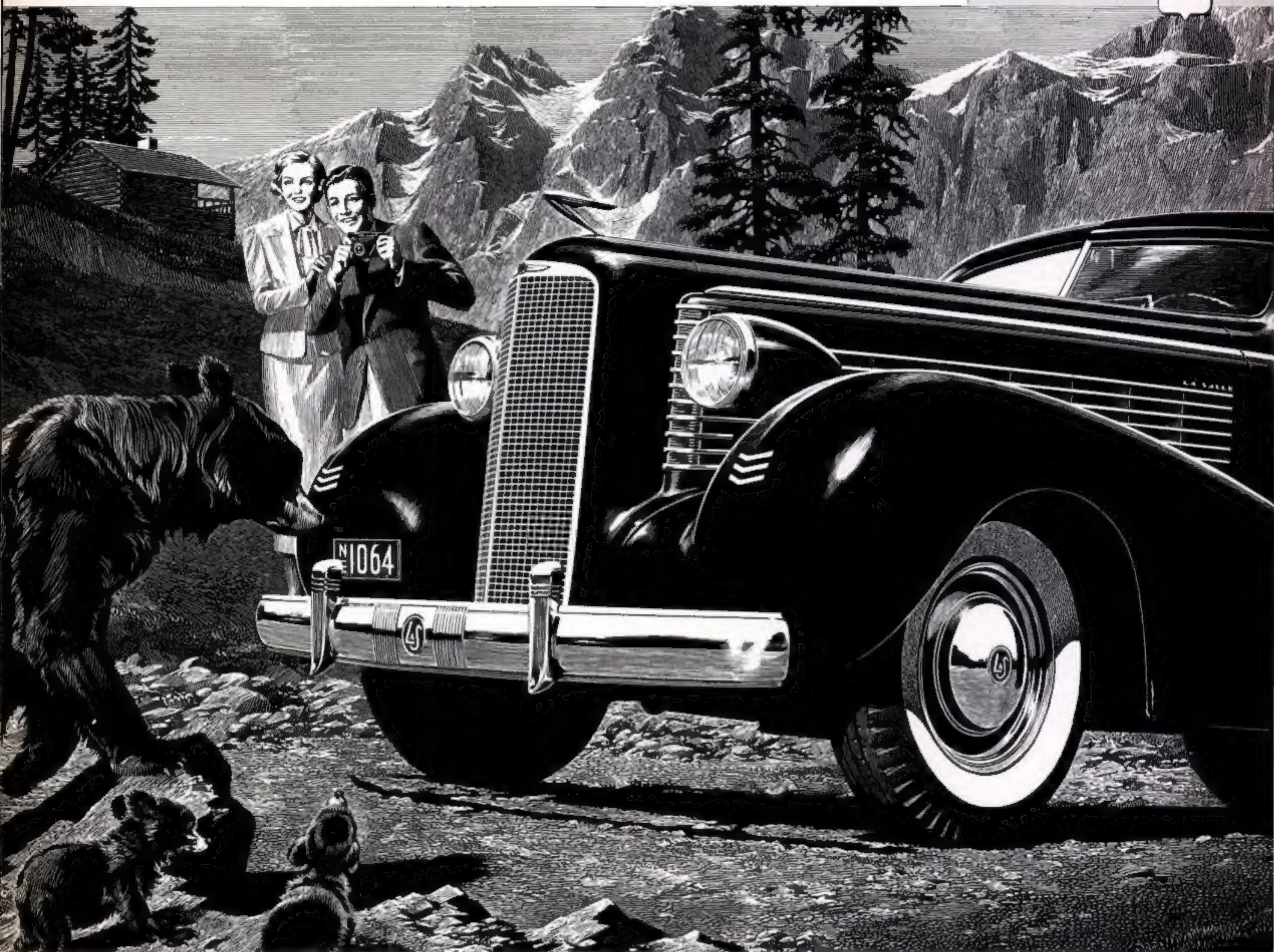
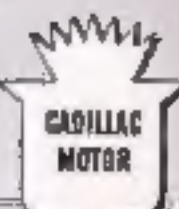


Diamond
BLOWOUT PROTECTED
TIRES

QUALITY LEADERS SINCE 1894

Look at LaSalle!

V-8



A PLEASURE TO DRIVE—AN ECONOMY TO OWN!

THE PLEASURE that comes from LaSalle ownership is two-fold: satisfaction with the car itself—plus an abiding knowledge that the owner has made a shrewd investment.

The satisfaction of driving a LaSalle, of course, is understood by everyone. But many do not appreciate the investment factor.

First of all, a LaSalle is inexpensive to buy. The payments are but little more, under the liberal terms of the General Motors financing plan, than you would have to make for a car in the very lowest price field.

But low cost is only the *first phase* of LaSalle

economy. Think how much longer you would keep a LaSalle! Figured over the entire period of ownership, a LaSalle would probably cost you *less per year* than any car you could buy.

You will save on LaSalle upkeep, too. LaSalle, you know, is built by Cadillac—and does a great job keeping out of the service station.

We believe sincerely that LaSalle is one of the few cars ever built that you will own with pride—and drive with a genuine sense of economy!

Have you looked at LaSalle? If not, we cordially invite you to do so today. Your Cadillac-LaSalle dealer will gladly arrange for a demonstration.

\$1095*

AND UP

*Delivered price at Detroit, Michigan, subject to change without notice. Prices include all standard accessories. Transportation, State and Local Sales Taxes, Optional Accessories and Equipment.—Extra. Car shown has white sidewall tires at slight extra cost.

A GENERAL MOTORS VALUE



Take a hint from gentlemen of the tropics . . . and have your long cold drinks made with Dagger Rum. It is famous for a taste all its own. It makes drinks more refreshing. Try these with Dagger Rum . . .

RUM HIGBALLS · RUM COLLINS
RUM SANGAREES · RUM-ADE
PLANTER'S PUNCH
RUM JULEPS
RUM RICKEYS

Dagger
JAMAICA RUM

Made by
J. WRAY & NEPHEW, LTD.
Jamaica, British West Indies
Established 1825



SOLE AGENTS FOR THE UNITED STATES:
Schieffelin & Co.
NEW YORK CITY · IMPORTERS SINCE 1794

LETTERS TO THE EDITORS

Reunion Mortality

Sirs:
Having no particular love for the South or for Southerners, I do, however, believe in fair play.

I refer to LIFE issue of June 28 (page 45) and the statement: "... since most Southern cities have grown more and more reluctant of late to spend the few thousands of dollars required to entertain their oldtime heroes."

I do not believe that it is "the few thousands of dollars" which motivates Southern cities in trying to discourage the reunions of Confederate Veterans. Rather it is because so many of the veterans die going to and from, as well as during the reunions. The—for many of them—long trip and the attendant excitement prove too much for some aging hearts that would otherwise continue to beat steadfastly for several years.

DOYLE WILLIAMS
New York, N. Y.

200-foot Divorcée

Sirs:
Page 36 of the June 21 issue: "A popular Reno myth has it that upon receiving her decree a divorcee rushes out, embraces and kisses the Washoe County Court-house pillar, dashes on 200 feet to the Truckee River, throws in her wedding ring." Let me know next time this happens; I like freak spectacles, and, by gum, one divorcee on two hundred feet is something.

BETSY DE BEER SMITH
University of Cincinnati
Cincinnati, Ohio

Polish Wedding

Sirs:
Picturization of the Polish Wedding Ceremony in your issue of June 21, permit me to state that there is not a single part of the ceremony that is typically Polish. As a matter of fact, it is ridiculous.

First: white duck pants worn by the groom is perhaps a Cicero style, but not a Polish custom. Second: it is the custom for a Polish bride to wear with her veil myrtle and not the crown depicted in the photo. Third: children and flower girls are not ring bearers at Polish weddings. Fourth: grabbing of hairpins being the equivalent of catching the bridal bouquet, is not a Polish custom. Fifth: removal of bride's shoes is not a Polish custom. Sixth: a typical Polish wedding lasts three days, and not a few hours, as your magazine stated.

If you want to see a real Polish wedding, come to Buffalo, where the largest concentrated mass of Poles lives in the United States.

ADOLPH CEPURA, Editor
Polish Everybody's Daily
Buffalo, N. Y.

Baldwin & Lincoln

Sirs:
Do you really mean the last line about Stanley Baldwin on page 70 in June 21 issue of LIFE or is it a wise crack? Mr. Baldwin and Mr. Lincoln had much the same problems. Mr. Lincoln succeeded in freeing the Ethiopians and preserving a union with Southerners. He was rewarded by being shot, created an angel and sent to heaven. Mr. Baldwin failed to preserve the freedom of the Ethiopians and to prevent a union with Southerners. He was rewarded for

(continued on p. 8)



"What can we do with that shabby old bathroom?"

Then the Free "101 Book" gave them this idea!



You, too, can have a lovely bathroom through the use of Johns-Manville Wainscoting.

But this wasn't the only idea they found in the "101 Idea Book"...

PERHAPS you'd like a charming new bathroom—or a bright, cheerful, modern kitchen—or an extra room in basement or attic—perhaps you are eager to have a new roof and sidewalls that can't burn and will never wear out—perhaps you are anxious to insulate your home so that you may enjoy comfortable, healthful room temperatures the year round . . .

You'll get a wealth of help from Johns-Manville's free book, "101 Practical Suggestions for Home Improvements."

Page after page of ideas in interesting text and fascinating pictures (many in full color)—and information, also, on how to finance home improvements on convenient monthly payments under the terms of the J-M Million-Dollar-to-Lend Plan.

For FREE copy, mail coupon.



J-M Asbestos Shingles are charming and everlasting. They will not burn, rot, split or wear out. Ice and snow will not dislodge or crack them. No heavy repair bills each spring.



Once shabby, gloomy—now bright, modern. J-M Asbestos Flexboard, in both tile design and unadorned color panels, was applied right over the old walls—quickly, easily, inexpensively.



J-M Rock Wool in Full-Thick "batts" for new houses—or "blows" into walls of existing homes—keeps rooms up to 15° cooler in hottest weather; cuts fuel bills up to 30%.

JOHNS-MANVILLE BUILDING MATERIALS

SEND FOR THIS FREE "101 IDEA BOOK"

Johns-Manville, Dept. L-7-19, 22 East 40th Street, N. Y. C.
Send me the new 1937 "101 Book," FREE. I am especially interested in Home Insulation ☐ Insulating Boards for extra rooms ☐ An Asbestos Shingle roof ☐ Celargrain Asbestos Siding Shingles ☐ I am planning to remodel ☐ I am planning to build ☐.

Name

Address





BEFORE YOU GO TO BED— take a glass of Bromo-Seltzer. While you sleep it counteracts the **CAUSES** of morning-after headache.

● Morning-after is no fun! If you get it, Bromo-Seltzer will stop the pain **faster**.

But why not *avoid* this miserable, time-wasting agony? Take Bromo-Seltzer *before* you go to bed.

While you sleep it counteracts the causes of morning-after. Settles an overburdened stomach. Soothes overstimulated nerves. And still more.

Alkalizes

Bromo-Seltzer alkalizes—protects against the excess

AFTER YOU WAKE UP— take another Bromo-Seltzer. It relieves fatigue from a late bedtime—leaves you refreshed and keener.

acidity overindulgence causes.

Wonderful to wake *without* a headache! Then, to relieve the effects of fatigue, another Bromo-Seltzer. How refreshed, wide-awake you feel!

Bromo-Seltzer is far more than a pain reliever. That's why it helps prevent, as well as stop, morning-after. At all drugstores, soda fountains. Keep it handy at home, too.



BROMO-SELTZER

Makes you feel fit FASTER!

LETTERS TO THE EDITORS

(continued)

his efforts by being created an Earl and sent to the House of Lords. Mr. Lincoln was given the title of the Great American Commoner but Mr. Baldwin preferred Earl of Bewdley.

ALBERTA MAHLE
Sandy Lake, Pa.

Not LIFE but Neville Chamberlain referred to Stanley Baldwin as the Englishman who "came nearest to Lincoln."—ED

Claremont's 21.1°

Sirs:

On page 92 of your issue of June 7 you show a picture and reproduce a letter from Pomona, California in which one Harry Felling is quoted as saying: "We had it below zero in Claremont this winter."

We believe this statement was made in error and possibly the writer intended to say that the thermometer was below the freezing point (32 degrees) this winter.

For your information the official statement by the Senior Meteorologist of the U. S. Department of Agriculture, station at Pomona, California, states as follows: "I find on investigation that the lowest temperature in the Claremont district last winter at any of our temperature survey stations was 21.1°, registered on the morning of January 23."

A. G. ARNOLL
Secretary and General Manager
Los Angeles Chamber of Commerce
Los Angeles, Calif.

She Likes To Be Splashed

Sirs:

I have a protest to make about a statement in the June 28 issue of LIFE. You said: "Nobody likes to be splashed and good nature like this is simply hypocrisy." Well, I have been splashed hundreds of times and liked it and I don't call myself a hypocrite either!

EUNICE P. CIGNONI
Springfield, Mass.

Hard Circumstances

Sirs:

The man with the double-barreled shotgun on page 28 of the June 28 issue looks to me like he might be plenty representative of the vigilante spirit whipped up and paid for in the steel towns, against the workers who are striking for collective agreements.

I got out back issues of LIFE and went over your pictorial story of the steel worker (March 15). The average worker in steel evidently lives part of the year on relief. The average Ford worker (issue of May 31) also has occasionally to go on relief works.

Well, and in the June 28 issue are letters from readers who would like to change places with some of these workers. The writers picture hard circumstances for themselves, and wonder why these workers are striking.

All one can say is that there must be plenty of hard circumstances people in the country yet. And one might add, there seems to be plenty of these people who are shocked when others try to better themselves.

JOHN RIVERS
New York, N. Y.



See vivacious KATHERINE DE MILLE in "The Californian"—20th Century-Fox

Finds "X" More Flattering

Katherine de Mille tries both powders in plain boxes. She likes both, but prefers "X"—the original MAVIS, fully scented. Other lovely stars choose "Y"—the new MAVIS, mildly scented.

SECRET OF A LOVELY BODY

1—CLEANSE...lather gently but thoroughly with pure, bland soap.
2—STIMULATE... "pep up" circulation with soft-textured bath towel.
3—SOFTEN and PROTECT...with generous powdering of MAVIS beauty talc.

NEW BODY BEAUTY IN 10 DAYS

Do this every day for ten days. You will be thrilled with the difference in your skin! MAVIS flatters the skin like a glamorous face powder. Spreads evenly—clings for hours—leaves a bewitching fragrance that lasts! MAVIS safeguards summer daintiness... makes clothes slip on more smoothly and easily.

NEW! MILDLY SCENTED MAVIS

Created for the woman who prefers a subtly perfumed talcum. 33-hole needle-spray top showers body with light film of powder ever so much more effectively than old-fashioned powder puffs.

FREE Generous size trial package. Ask for either regular or mildly scented MAVIS. Write to Vivaudou, Dept. 132, Long Island City, N. Y. Offer not good after Sept. 1, 1937. Write for your FREE MAVIS today!

Finer Than Most Face Powders





He tore the HANDLE from a London pump . . and
MADE LIFE *Safer* FOR MILLIONS

The "London epidemic of 1854" was raging without check. John Snow, a young medical graduate, became convinced that the germ was being carried by drinking water. Patiently he traced the infection to a Broad Street pump. Tearing the handle from it, he checked the epidemic. This convincing proof led the way to our great purified water supplies that have made life safer for millions.

MAKING LIFE SAFER is the purpose of the Sealtest System of Laboratory Protection. In co-operation with public health authorities, Sealtest Scientists strive to improve the quality and safeguard the purity of milk, ice cream and other dairy products.



The Sealtest System of Laboratory Protection was formed by an affiliated group of the leading dairy and ice cream companies of the United States.

This scientific organization works through more than one hundred laboratories. It employs some of America's

leading food scientists and chemists. Its chief task is to insure that the milk your children drink—the ice cream you eat—the butter and other dairy products you serve—are absolutely safe and of the highest possible quality.

How can you get this Sealtest protection? In thousands of communities, the outstanding dairy and ice cream companies are under the supervision of Sealtest Scientists—and their products are entitled to carry the red-and-white Sealtest Symbol. Make this Sealtest Symbol your guide for buying dairy products—products whose quality and purity are vital to the health and well-being of your family.

Join the Sealtest Sunday Night Radio Party, 10 to 11 (EDT), ABC Red Network

The Sealtest System of Laboratory Protection
 Copyright, 1937, Sealtest, Inc.

IN THOUSANDS OF COMMUNITIES, THE OUTSTANDING MILK AND ICE CREAMS ARE SEALTEST APPROVED



....friend



YES SIR...?

of your engine

The friendliest thing a man can do for your engine is to help keep it an alert, vibrant, eager thing—instantly obedient to your will.

This man offers you Texaco Fire-Chief to do just that, not just "regular gasoline" but *Fire-Chief*. It will deliver full power to your engine in $\frac{1}{100}$ th of a second. Months of patient work in Texaco laboratories have been devoted to developing its notable *Texaco response*.

No matter where you travel, you can always find *Fire-Chief*, because more than forty-five thousand dealers in all 48 States have put their judgment behind it—independently.

When one of these men cleans off your windshield or measures your air pressure, he does not feel he is doing you a favor. He knows he is doing himself a favor by bringing you back to do business with him.

Try a Texaco Dealer next time.

TEXACO DEALERS

This message is published in behalf of more than 45,000 independent Texaco Dealers by The Texas Company . . . Sponsors of "Texaco Town." (On the air every Sunday Night—Columbia Network) . . . Makers of Fire-Chief Gasoline, New Texaco Motor Oil, Havoline and Marfak. Also more than 350 Industrial Lubricants . . . More tourists use Fire-Chief than any other gasoline.

*"SOMEHOW OR OTHER, CARRIE,
THIS GASOLINE'S GOT MORE 'GIT' TO IT!"*



MILLIONS OF FOLKS PUT THEIR FAITH IN "FIRE-CHIEF". The fact that so many of our customer-friends remark on its "quick response" in engines is a great satisfaction to us. Because we put it there . . . actually developed this more responsive gasoline by years of patient laboratory research and field tests.



HE HELPS US GIVE YOU A BETTER MOTOR OIL. Farmers are our newest partners. A remarkable oil-purifier is made from farm crops. It is called Furfural. The New Texaco Motor Oil is cleansed by the Furfural Process . . . freed from gummy elements. You get full lubrication without having to buy so much oil. You'll find that your crankcase stays FULL longer!

SPEAKING OF PICTURES . . .



Before the halftone, newspapers and magazines could not reproduce photographs. For illustrations they used wood engravings (above) in which a drawing was chiseled out by hand.



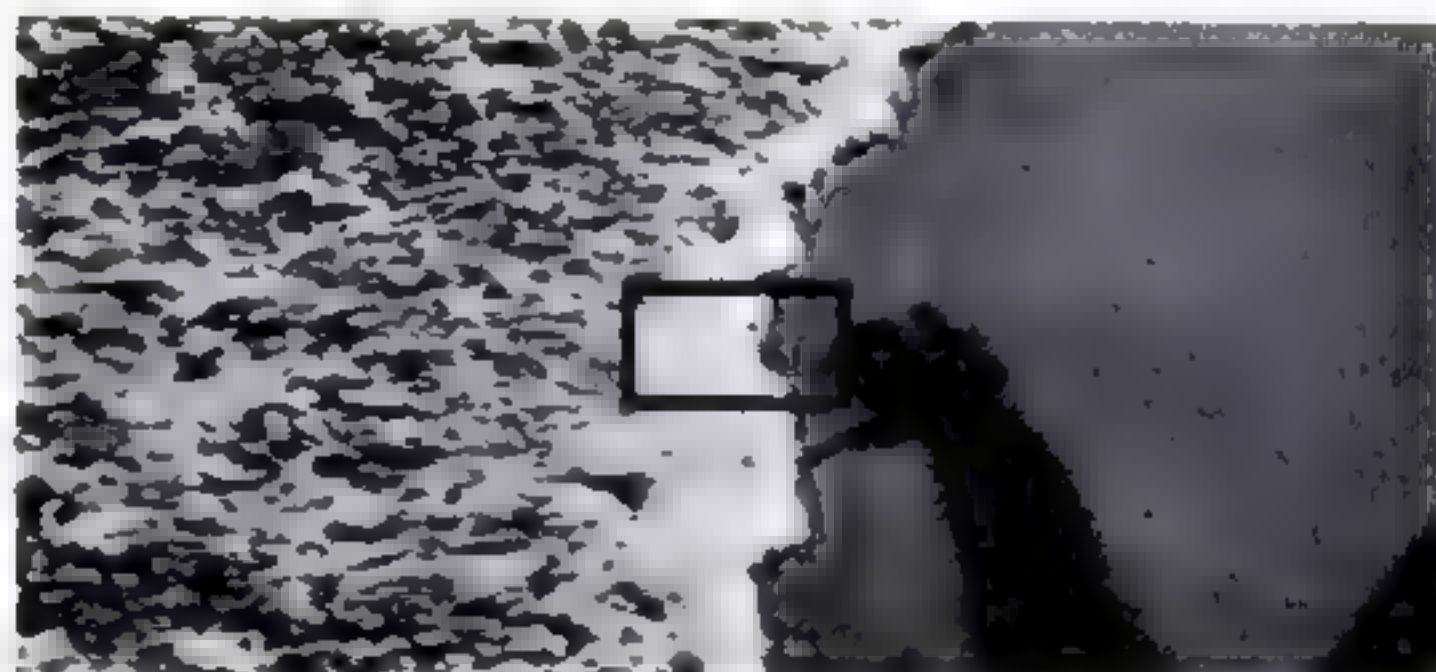
An early halftone, this appeared in the New York Graphic in 1880. Lines of the screen run only up and down. This method lost detail, was superseded by Ives' crosslined screen.



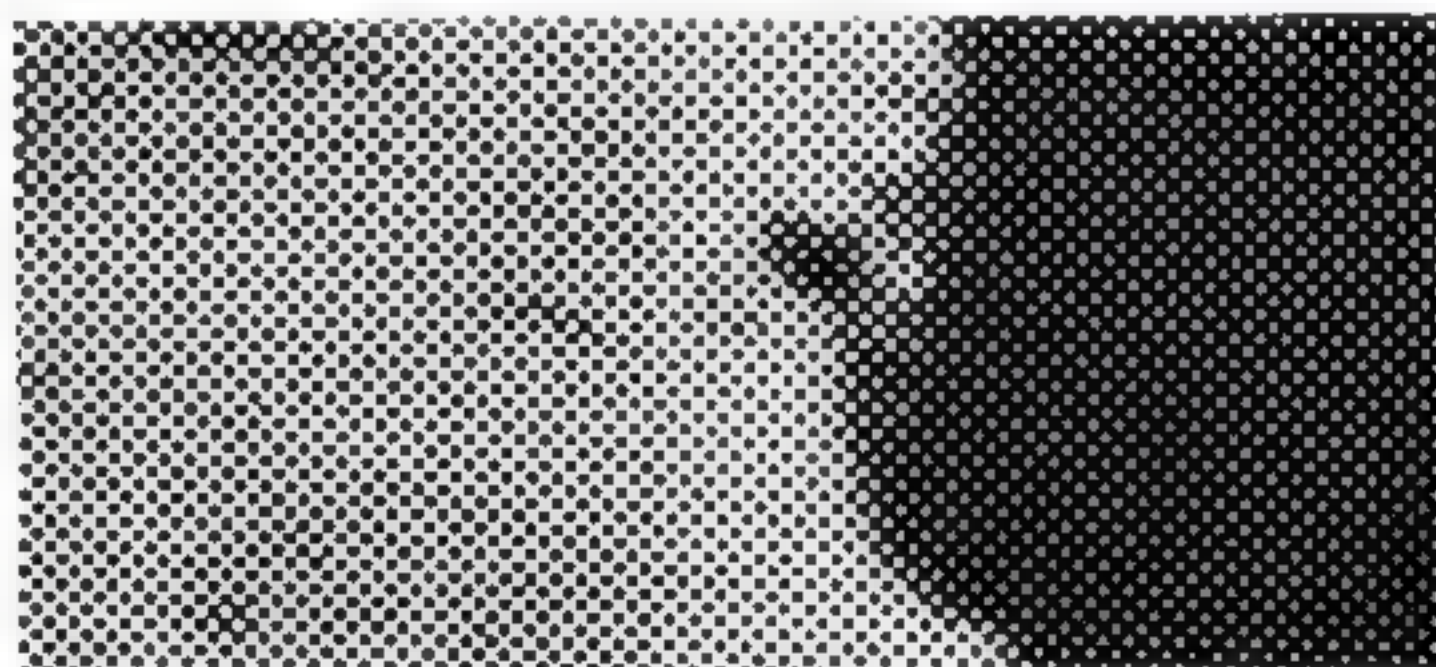
Frederick Eugene Ives was 81 when he died last May. To the end, he worked in his laboratory. He neglected to patent his halftone, was never more than comfortably well off. The halftone was his major work but he also made important color photography discoveries.

Last May 27, Frederick Eugene Ives died in Philadelphia. In 1886, he perfected the halftone process which every newspaper in the world and most magazines today use to print reproductions of photographs. Newspapers paused for a short space on their editorial pages to pay tribute to Mr. Ives. Tribute was the least they could pay, for Ives never patented his halftone process. Had he done so, royalties from newspapers alone might have made him a multimillionaire. Many men contributed to the final development of the halftone method, so there is dispute and confusion over credit for its actual invention. It is safe to say, however, that the modern halftone process is basically the one Ives invented.

Though the photograph was invented 100 years ago, it did not get into practical print until 50 years ago when Ives achieved a method of reproducing it on a metal plate which, in turn, reproduced it on paper. In order to catch the shadings and tone values that form the image of a photograph, it is necessary to break the image up into small dots. It was here that Ives came in. He invented the crosslined halftone screen to accomplish this essential breakup. The halftone screen consists of two flat pieces of glass, each covered with finely-ruled, opaque lines. The plates of glass are laid together so that the lines cross at right angles. This forms a screen with an opaque grating. Its pattern is like any wire window screen's. Light can pass through the screen only through the transparent squares of glass between the opaque lines. As explained opposite, the image of the photograph is transferred to a metal plate after it has been broken up by the halftone screen into a pattern of dots. The dots are of varying sizes. Where the photograph is dark, the dots are large and close together. Where the photograph is light, the dots are small and wide apart (see below). When the metal plate is etched, the dots stand up out of the plate like hills out of valleys. In printing, the only parts of the plate that touch paper are the highest parts: the dots. Hence, what is printed is the pattern of dots. Because the dots are small, the unaided eye merges them into a continuous, comprehensible image. Most of LIFE's photographs are reproduced by halftone on letterpress. Some pages (35 and 63 of this issue are examples) are done by a different process called rotogravure.



Surf and sand on the cover of LIFE's June 28 issue looked like this to readers. The halftone was made with a 120-line screen—i.e. one that has 120 horizontal and 120 vertical lines to the square inch. Such a screen produces 14,400 halftone dots per square inch.



A magnified section (the rectangle outlined in black) of the surf-and-sand picture (above) shows how size and spacing of halftone dots determines shades of light and dark. Small, widely-spaced dots form light areas. Large dots, closer together, form dark areas.

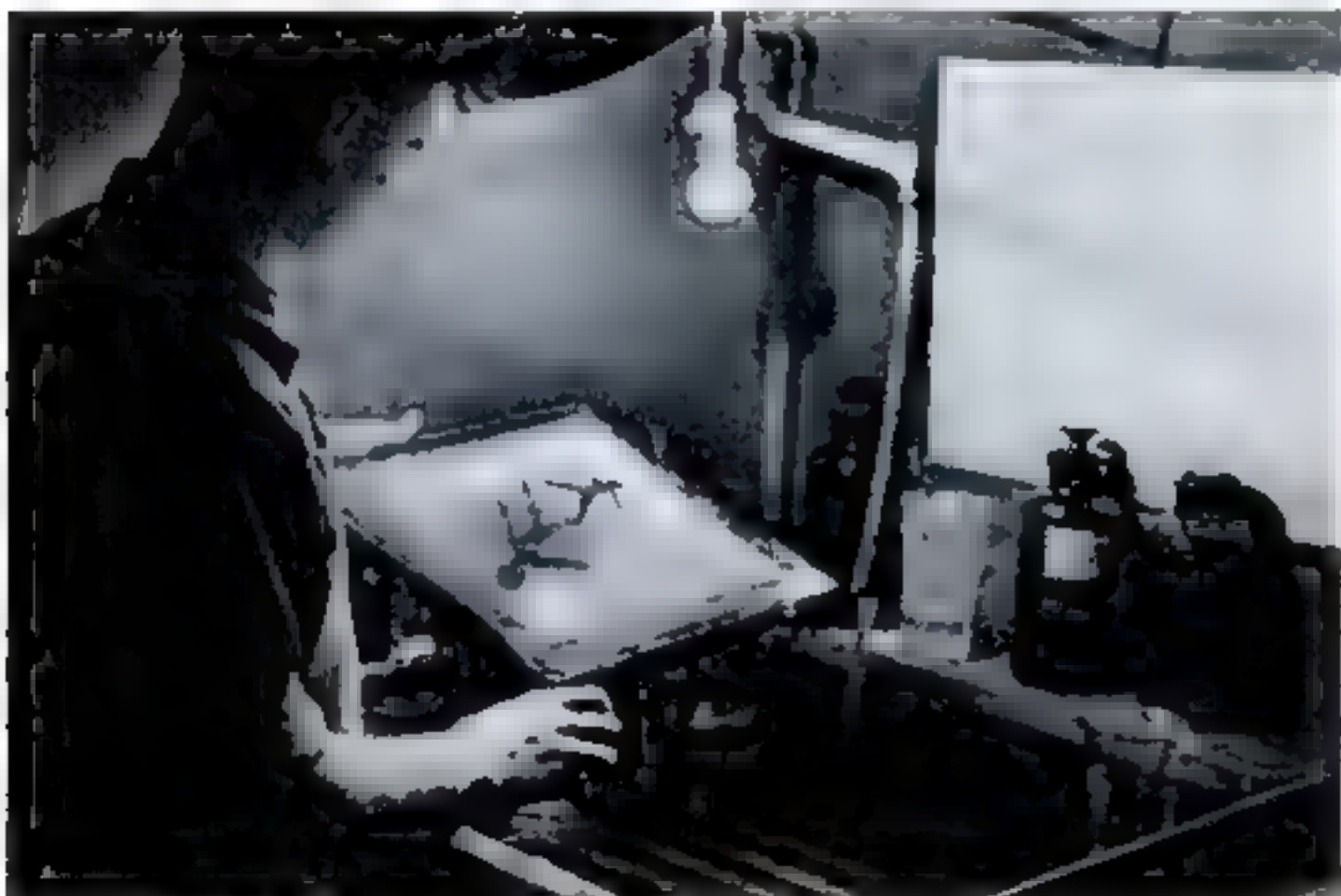
... THIS IS HOW A HALFTONE IS MADE



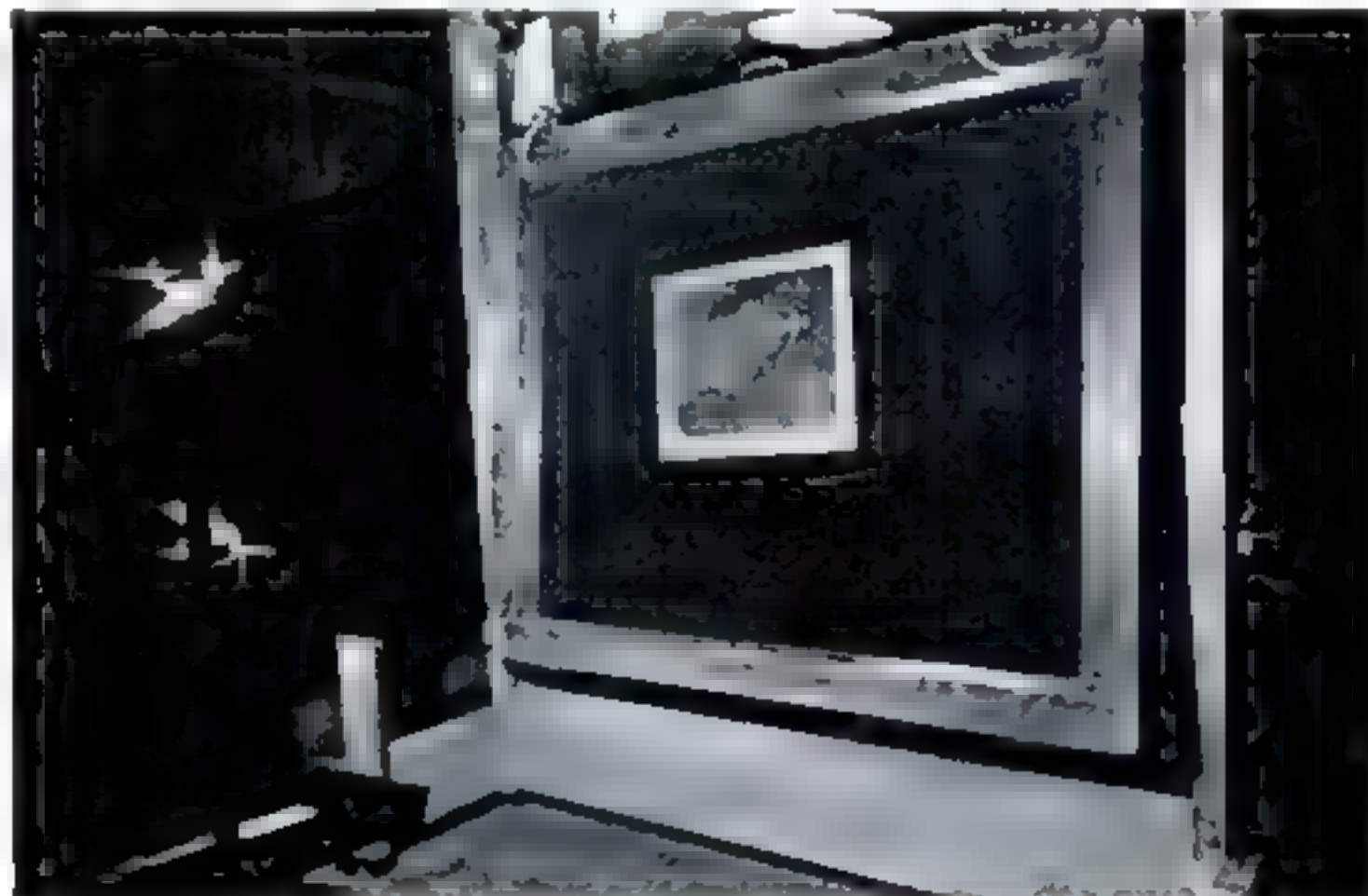
1 First step in making a halftone is to photograph the photograph of which a halftone is desired. The picture (this one appeared on the cover of *LIFE* for June 28) is pinned carefully up to a board placed in front of the big engraving-shop camera.



2 Into his camera, the photoengraver puts a glass plate coated with light-sensitive solution, which makes it a photographic negative like camera film. After being polished (above), the halftone screen is put into the camera immediately in front of the negative.



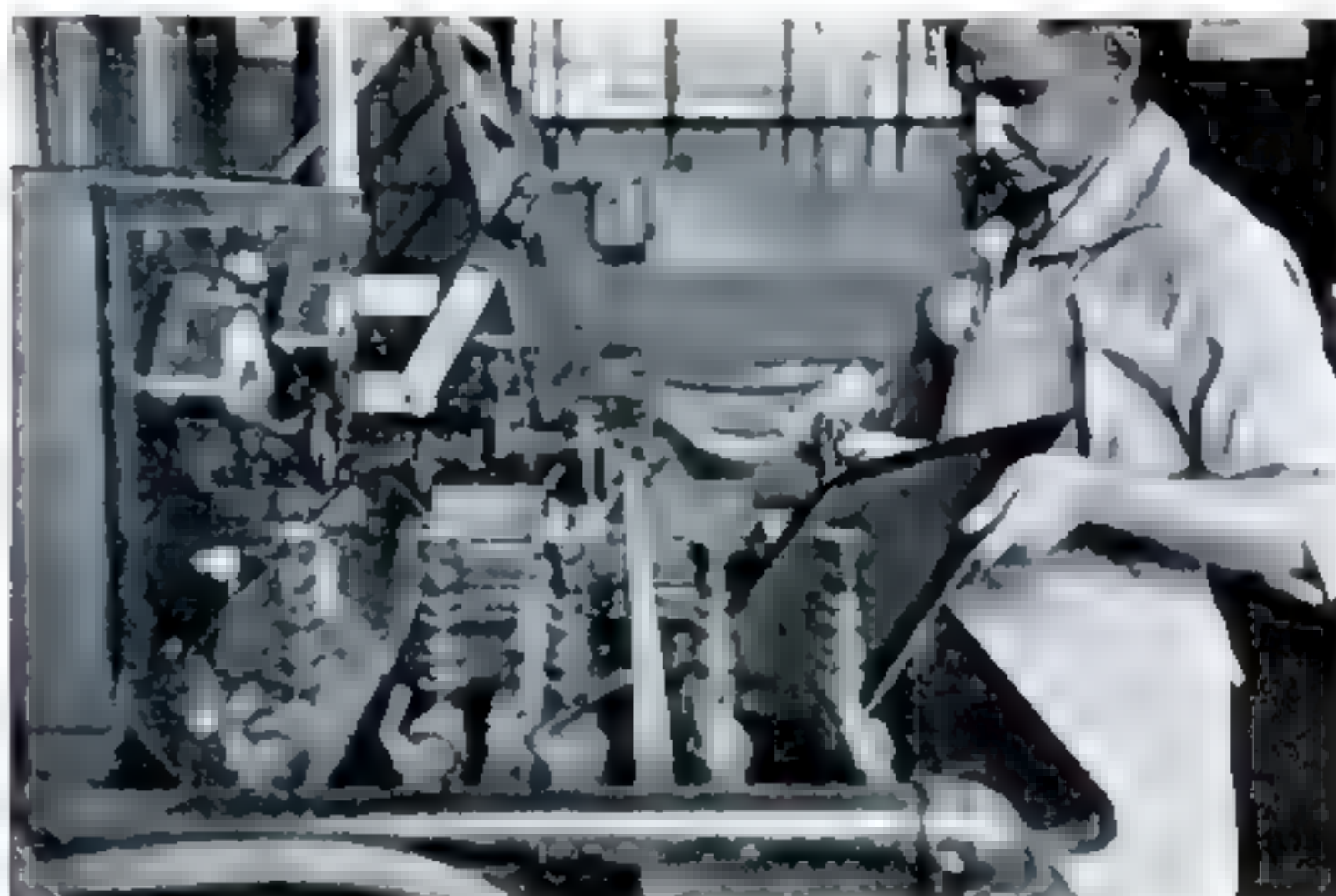
3 As the picture is taken, the image of the photograph passes through the halftone screen before reaching the negative. The image, therefore, appears on the negative broken up into a multitude of minute dots. Above, the negative is being developed.



4 The negative is placed over a copperplate whose surface has been made sensitive to light so that it reacts exactly as a piece of photographic paper does. Light is passed through the negative to the plate (above), transferring the image to the plate.



5 When the copperplate is developed, much like any photographic positive, the image appears on it. Heating by rotating over a gas flame (above) is called "burning-in." This hardens the acid-resist enamel coating. The plate is still smooth and unprintable.



6 In etching (above), those parts of the plate not protected by hardened coating are eaten away. Because no light has passed through the opaque lines of the screen, the screen pattern has been etched out, leaving the surface broken up into small raised dots.



"Over the Top" 5 times faster with GOODRICH RUBBER

A typical example of Goodrich development in rubber

ARMIES—like manufacturers—demand improvement.

Tanks have always been limited in speed, range, maneuverability, life, by the heavy steel tracks on which they traveled. Also, noise of this clanking steel disclosed tanks to the enemy, and was so nerve-wracking to crews that they could travel neither far nor fast.

An inventor conceived a track of rubber in which wire cables would be imbedded. Here was an idea, but it

existed only on paper—its usefulness depended on the solution of many construction problems.

The inventor came to Goodrich, who developed the correct rubber compound, re-designed the track with smaller cables, perfected the adhesion of rubber to cable, engineered the entire device to make it practical. That is the track of today—producing a tank with far longer range than the same tank with steel track, more ma-

neuverable, and so quiet and free from vibration that crews can stand speeds five times as great as in the old tank. And the rubber track lasts 5 times as long as the former track of steel.

This maker of tanks is only one of hundreds that Goodrich has helped to develop new products, new sales appeals, new low costs by use of the new properties Goodrich has created for rubber. Remember that, as Goodrich can make it, rubber can now be made to resist abrasion, heat, chemicals, oil; can be made to flex indefinitely; can

be made in almost any color, shape, texture. To adapt this *new material* to the benefit of your product or process, write The B. F. Goodrich Company, Mechanical Rubber Goods Division, Akron, Ohio.

Goodrich
ALL *products* *problems* IN RUBBER

SPEAKING OF PICTURES

(continued)



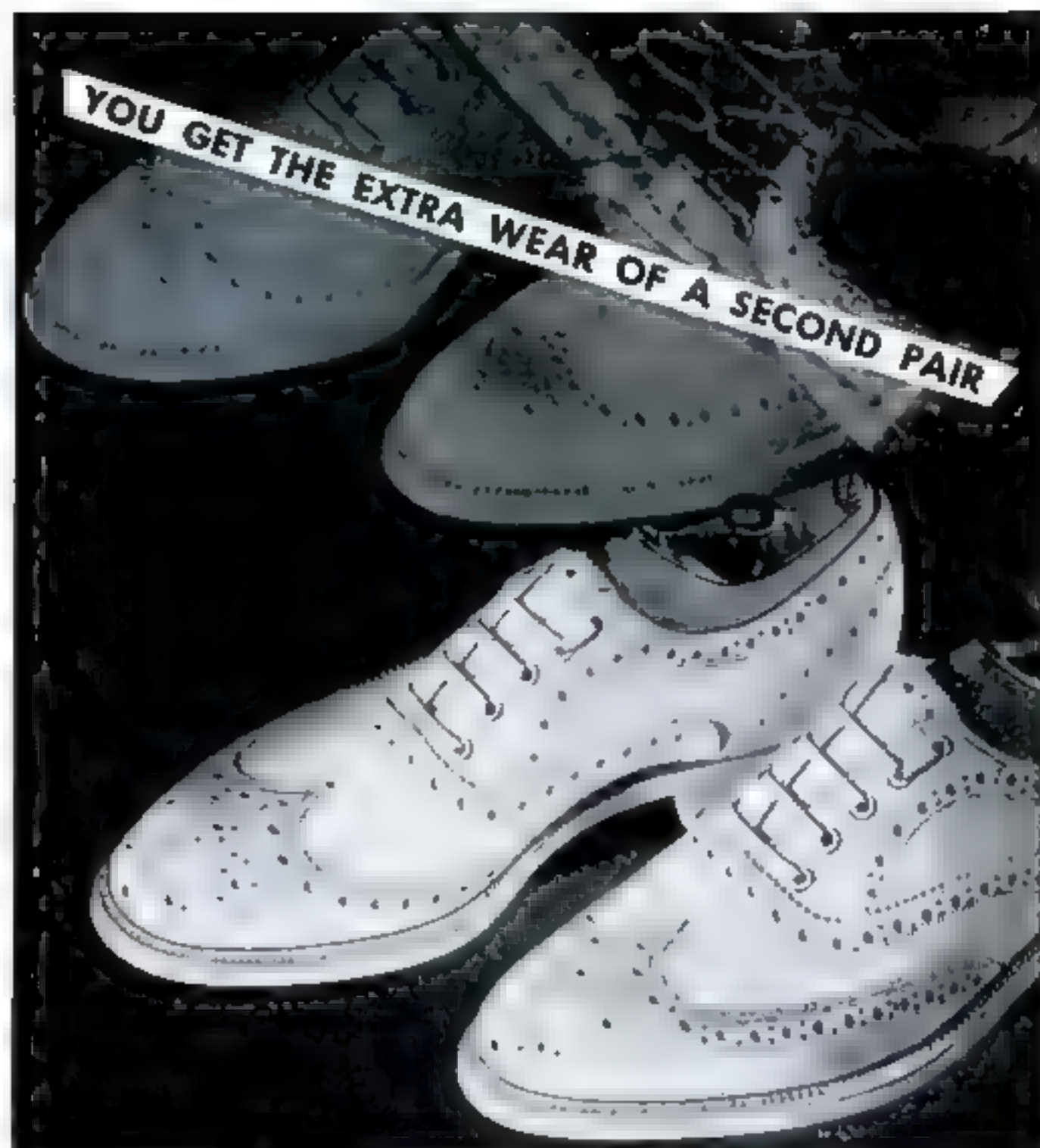
7 The plate has been mechanically etched as well as possible. A skilled engraver must now work on it by hand, bringing out detail, eliminating small defects.



8 A proof of the plate is pulled (above), compared with the original photograph to make sure it is a faithful reproduction. If not, more hand etching is needed.



9 The copper halftone itself does not print the final page of LIFE. For the press, a nickel replica is made. Above, a foreman checks on the final press proof.



Months and Miles of Added EXTRA WEAR

When the last page has been written in the life of an ordinary shoe, there still remain many glorious untold chapters in the career of a Florsheim. "Finis" comes late in the life of a Florsheim Shoe . . . because every Florsheim is built to give "the extra wear of a second pair." Where other shoes drop out of the running, Florsheims march stalwartly on, conquering precious months and miles of added, extra wear. High in miles-per-pair . . . low in cost-per-mile . . . that's *real* economy . . . it's what you get in Florsheims. *Illustrated, The EXMORE, S-696, in genuine white buckskin with white composition sole and heel. Retails at \$11.*

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FLORSHEIM
SHOE

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All's well that **ENDS WELL**



5 CROWN—A Milder Whiskey

7 CROWN—A Richer Whiskey

When you choose your whiskey, don't trust to luck. Think *before* you drink... say Seagram's and be sure. Seagram's 80 years of blending skill produced the famous "Crown" taste—a taste so uniform, so universally preferred, that over 100 million bottles* of Crowns have been sold in 3 years. At the bar or at home, enjoy that finer "Crown" taste.



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*All sizes

90 PROOF

Seagram's Crown

**BLENDED
WHISKIES**

BLENDED FOR FINER TASTE

SEAGRAM'S FIVE CROWN BLENDED WHISKY. The straight whiskies in this product are 5 years or more old, 25% straight whiskey, 75% neutral spirits distilled from American grains. SEAGRAM'S SEVEN CROWN BLENDED WHISKY. The straight whiskies in this product are 5 years or more old, 37½% straight whiskies, 62½% neutral spirits distilled from American grains.



Since crinoline days the Elgin tradition has been growing in our family"

says beautiful **SALLY BURGUIÈRES** of New Orleans

TWICE this high-spirited leader of the younger set has broken with family tradition. Once to choose a year active partner in a business venture. Again, to become an

But in the matter of timepieces, lovely, titian-haired Sally Burguières agrees with tradition. Her watch is an ELGIN. "Our liking for ELGINS is even stronger now than in grandfather's day," she writes. "Five of us wear them."

Have you seen the newest ELGINS for women? There is a gracious, flattering elegance about them a winning smartness that is unknown in other timepieces.

Science has joined in perfect partnership with age-old craftsmanship to create their flawless movements. Each is solidly honest in materials and workmanship. . . timed to the standard of the stars by an electrical device developed in cooperation with ELGIN craftsmen. ELGINS of 15 jewels or more are \$25 to \$500. Other fine models from \$17.50.

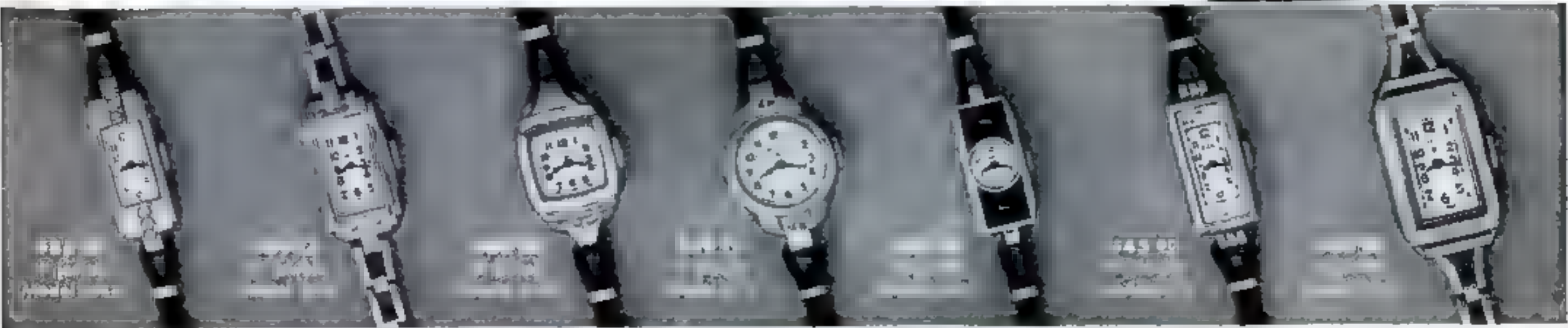
★ **ELGIN** ★
MARK OF AMERICAN LEADERSHIP
SINCE 1865

AT CYPREMORT Sally Burguières finds an ideal place to relax. Cypremort is one of five sugar plantations acquired by her grandfather, the family's first estate owner. It is in the picturesque Teche country which was immortalized by Longfellow's "Evangeline."

(Above at right) **TROPHY-WINNING** crew welcome Miss Burguières aboard their craft on beautiful Lake Pontchartrain near New Orleans. She is known as a skillful and enthusiastic sailor.

(At right) **A RADIO ENGAGEMENT** on station WWL was won for Sally Burguières by her lovely voice. The ELGIN watch she wears was a gift from her grandfather while she was in college.

(At right) **SINCE "PIGTAIL" DAYS** Miss Burguières has enjoyed riding horses—on the family plantations and in Audubon Park.



Once you try
a SOAPLESS POWDER others seem

lazy... inadequate



Omitting soap permits use of cleansers 100% costlier... more effective

We stayed out of the tooth powder business until we could offer you something better.

Try the new Listerine Tooth Powder, made entirely without soap, yet with soap's searching, foaming action. You will immediately realize what an improvement it is over old-fashioned soapy kinds.

Such cleansing you've never known! Such lustre as you've always hoped for! Such mouth invigoration as you've never experienced before with any dentifrice. Here are the reasons for such results.

100% COSTLIER INGREDIENTS. By omitting soap, we were able to use, for the first time, finer, gentler, satin-soft cleansers and polishers costing 100% more than those ordinarily employed. Heretofore it had been impossible to blend them with soap; they were soap's "chemical enemies." Now, with the soap out, their astonishing benefits are yours.

THE FOAMING CLEANSER. In soap's place we used an ingredient "friendly" to our wonderful polishers—and in its own right the cleansing sensation in the scientific world. In one industry after another where 100% cleansing is required, it has supplanted soap. We apply it now, for the first time, in tooth powder.

*How's this
for economy?*



Lay aside old-fashioned, lazy tooth powders and try Listerine Tooth Powder. Your teeth will tell you they're simply delighted with it. It's up-to-date! It's active! It's soapless!—positively not a trace. Lambert Pharmaceutical Company, St. Louis, Missouri.

BUY IT IN JULY AND IT LASTS THRU SEPTEMBER



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Notice how many at cocktail hour are now saying:

"MAKE MINE WHISKEY AND WHITE ROCK"

That's because it is not a sweet mixture, but a dry, keen drink . . . a real appetizer . . . On the alkaline side.

White Rock
BETTER FOR YOU



AROUND THE TOWN WITH
VIRGINIA ROUNDS by RUSSELL PATTERSON

HE'S CERTAINLY DUMB

I'LL SAY HE THINKS A STINGER BUMBLE BEE

CORN TIPS

TIP TO THE GENTLEMAN IN THE BOB HOUSE

So you're a dumb-bunny, eh? Well, fool 'em. Offer them Virginia Rounds. CORN TIPS leave lips immaculately smart. And they'll think you're smart for giving them the TIP. So-o-o, you're all set for a gay evening—with V.R.'s showing the way.

LONDON • MONTREAL BENSON & HEDGES NEW YORK • NEWPORT

Pathetically Childish in her Dental Beliefs

—thousands of intelligent adults neglect their gums



Don't ignore "Pink Tooth Brush"... Guard against becoming a "Dental Cripple"... Change to IPANA and Massage Today

MERE children—many who are not yet up to "long division"—know more about modern dental health than their own parents. For, thanks to classroom drills in gum massage, they are better informed than thousands of grown-ups—*intelligent adults*—who have yet to learn that the *care of the gums* is just as important as the proper care of the teeth.

Gum massage is encouraged by thousands

of dentists—taught in many schools—practised widely in American homes *because*:

• Our modern menus are often a menace to our gums. Soft foods—foods that are creamy, well-cooked—deprive them of stimulation, allow them to become tender. Gums grow lazy, weak and flabby. And very often that tinge of "pink" appears—a warning you dare not ignore.

The very first time your tooth brush "shows pink"—*see your dentist*. It may not mean that there is dental trouble in the offing, but your dentist is the one to decide. Often, however, his verdict will be "gums that have suffered

from neglect"—"gums that need hard work, more exercise"—and as many dentists advise—"gums that usually respond quickly to the healthful stimulation of Ipana and massage."

For Ipana, with massage, is designed to help the gums as well as clean the teeth—it's the dentist's able assistant in the home. Each time you brush your teeth, massage a little extra Ipana into your gums. Circulation in the gum tissues is improved. Gums become firmer, stronger—teeth brighter, more lustrous.

Start the Ipana and massage dental health routine, today—help keep your gums healthier, firmer, your teeth brilliant, sparkling—your smile *winning*, attractive!



LISTEN TO "Town Hall Tonight" every Wednesday night, over N.B.C. Red Network, 9 o'clock E. D. S.T.

IPANA

Tooth Paste



A ROUND-THE-WORLD FLIGHT ENDS IN THE PACIFIC

Ships of three nations crisscrossed their wakes on the lonely, reef-studded surface of the Pacific and planes filled the sky above, searching for Amelia Earhart. Since July 2, when she circled near Howland Island, the world had no certain word of her. As hope faded that she might be alive on an island or afloat in her plane, she drew far bigger headlines because she was lost than she would have if she had successfully completed her round-the-world flight. Fear grew that the tablet above on Diamond Head, near Honolulu, might be not only a memorial to one of Amelia Earhart's feats but also a memorial to Amelia Earhart.

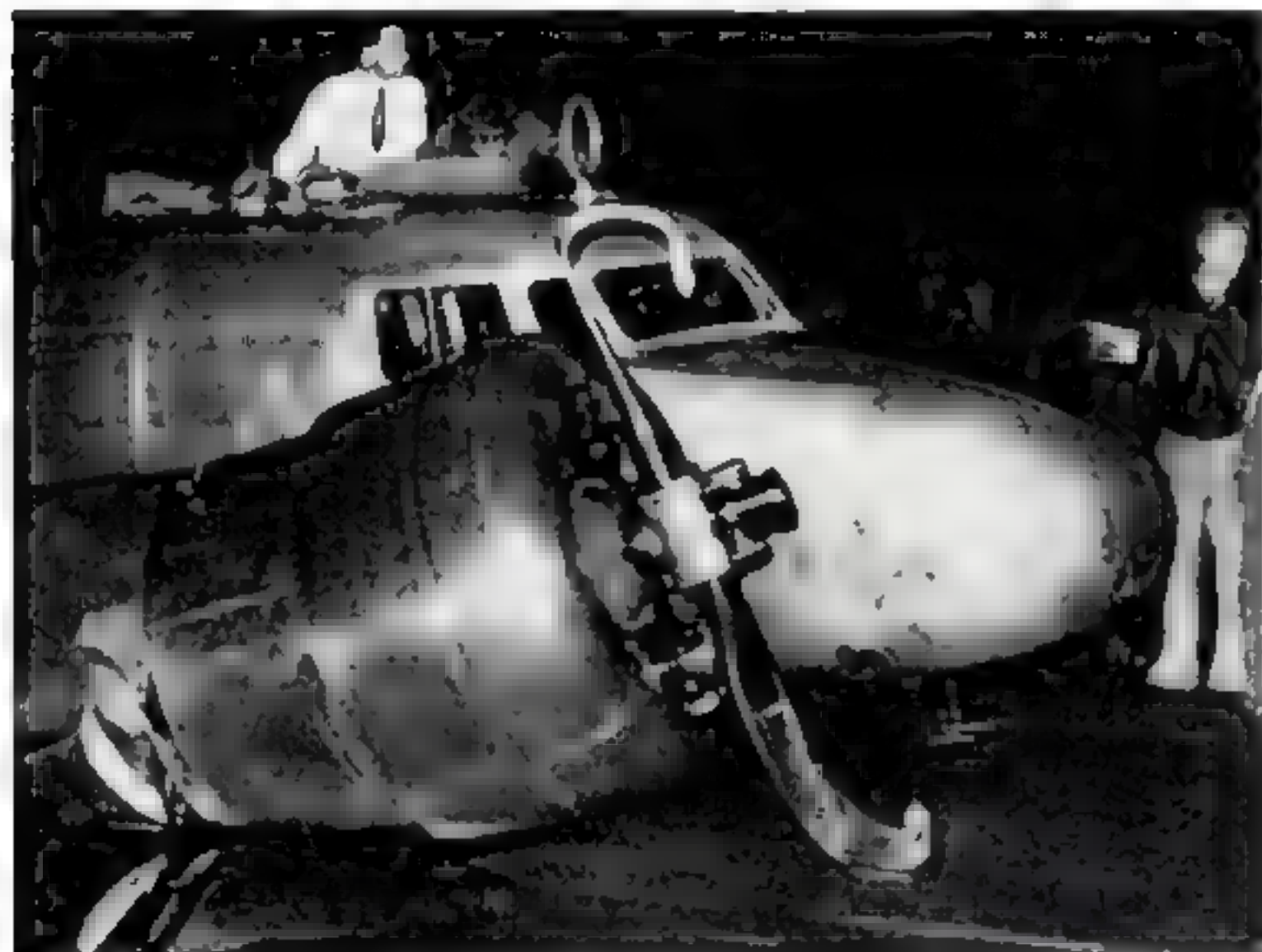
The cold fact was that her flight, despite the scientific equipment aboard her "flying laboratory," was undertaken as a stunt—the kind of dangerous stunt of which the Federal Government now strongly disapproves. But this was of small importance to America. It echoed Pundit Walter Lippmann who spoke thus: "The best things of mankind are as useless as Amelia Earhart's adventure. Such persons . . . prove that man is no mere creature of his habits, no mere automaton, no mere cog in the collective machine but that in the dust of which he is made there is also fire, lighted now and then by great winds from the sky."

LOG OF EARHART'S "LAST STUNT FLIGHT"

"When I've finished this job, I mean to give up long-distance stunt flying," confided Miss Earhart to friends before taking off on her round-the-world flight which ended somewhere in the Pacific. Because long-distance stunt flying does commercial aviation more harm than good, the Department of Commerce broke up the projected Lindbergh anniversary air race to Paris last May by refusing to permit the race to start in the U. S. When Miss Earhart disappeared and the U. S. Navy was put to heavy expense (\$15,000 per day) searching for her with the battleship *Colorado* and the aircraft carrier *Lexington* (shown opposite), air commerce officials had a perfect case in point to justify their opposition to overwater flights which produce more personal publicity than sound aeronautical data. Herewith a log in pictures of the Earhart flight.



1 Official sponsor of the Earhart flight was Purdue University of Lafayette, Ind., which helped Miss Earhart raise the \$80,000 to buy her Lockheed Electra (above). Miss Earhart was Purdue's consultant on Aeronautics and Careers for Women.



2 Miss Earhart's first plan was to fly the globe from west to east. In March, she flew from California to Honolulu. On her take-off for Howland Island, a tire blew out, the plane cracked up. Its landing gear was smashed, propellers were crumpled. No one was hurt.



3 Her "flying laboratory" reconditioned, Miss Earhart changed mind and direction, decided to head eastward around the world. With Frederick J. Noonan, former Pan American Airways navigator, she took off from Miami the gray morning of June 1.



4 After a stop in Puerto Rico, Miss Earhart jumped to Venezuela, lunched with local officials (above). Then she went on to Brazil, crossed to Africa. On her way over

that continent, she telephoned this curious observation to her American newspapers: "In the central part of Africa that we've seen, highways appear entirely lacking."



5 In short, easy hops, the plane went to India, crossed to Batavia where this last picture of Pilot Earhart and Navigator Noonan was taken and radioed to America.

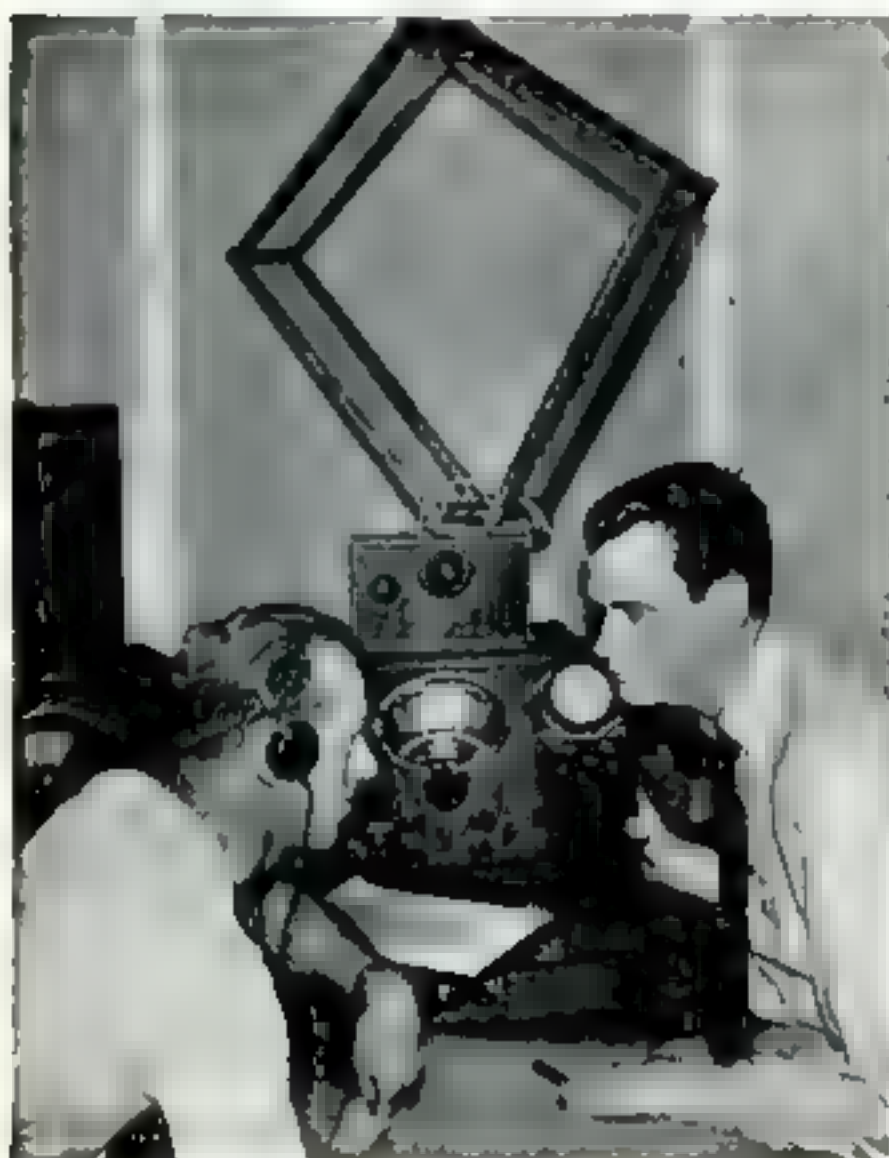
HOWLAND ISLAND
 LATITUDE 0° 49' NORTH
 LONGITUDE 126° 43' WEST
 THIS ISLAND IS COLONIZED
 THIS 30TH DAY OF MARCH
 1935 BY AMERICAN CITIZENS
 IN THE NAME OF THE UNITED
 STATES OF AMERICA
 NO TRESPASSING ALLOWED
 HARRY L. THEISS



6 Last Earhart stop before Honolulu was to be Howland Island. First claimed by the U. S. in 1860, it was reclaimed with the marker (above) when transpacific flying made Howland a potentially important air base.

7 "So big," said Miss Earhart when a reporter asked her, before her flight, how large Howland Island was.

8 Howland Island, two miles square, is a hard target to hit. No part of it rises more than 20 ft. above water. It has a small colony, a few shacks, a small runway.



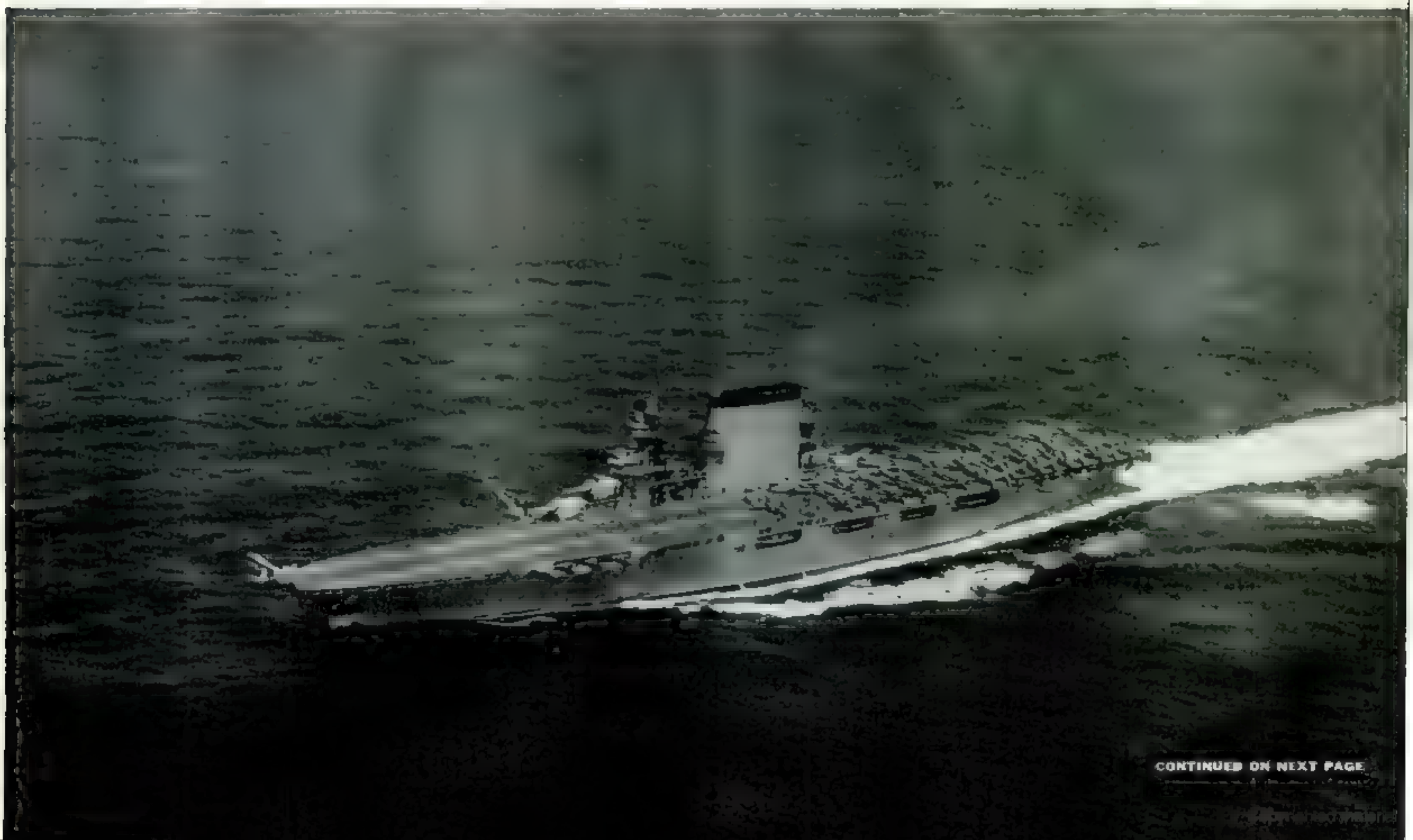
9 Radio messages thought to be from Earhart were picked up by amateur operators Pierson and MacNemany of Los Angeles.



10 Taken along were rubber boats, other safety devices. But the great failure of the Earhart equipment was the radio set which could not operate on a frequency to permit the cutter *Itasca*, waiting at Howland, to give Navigator Noonan his exact position.



11 "I would like to," said Assistant Commerce Secretary Johnson asked if he would forbid flight.



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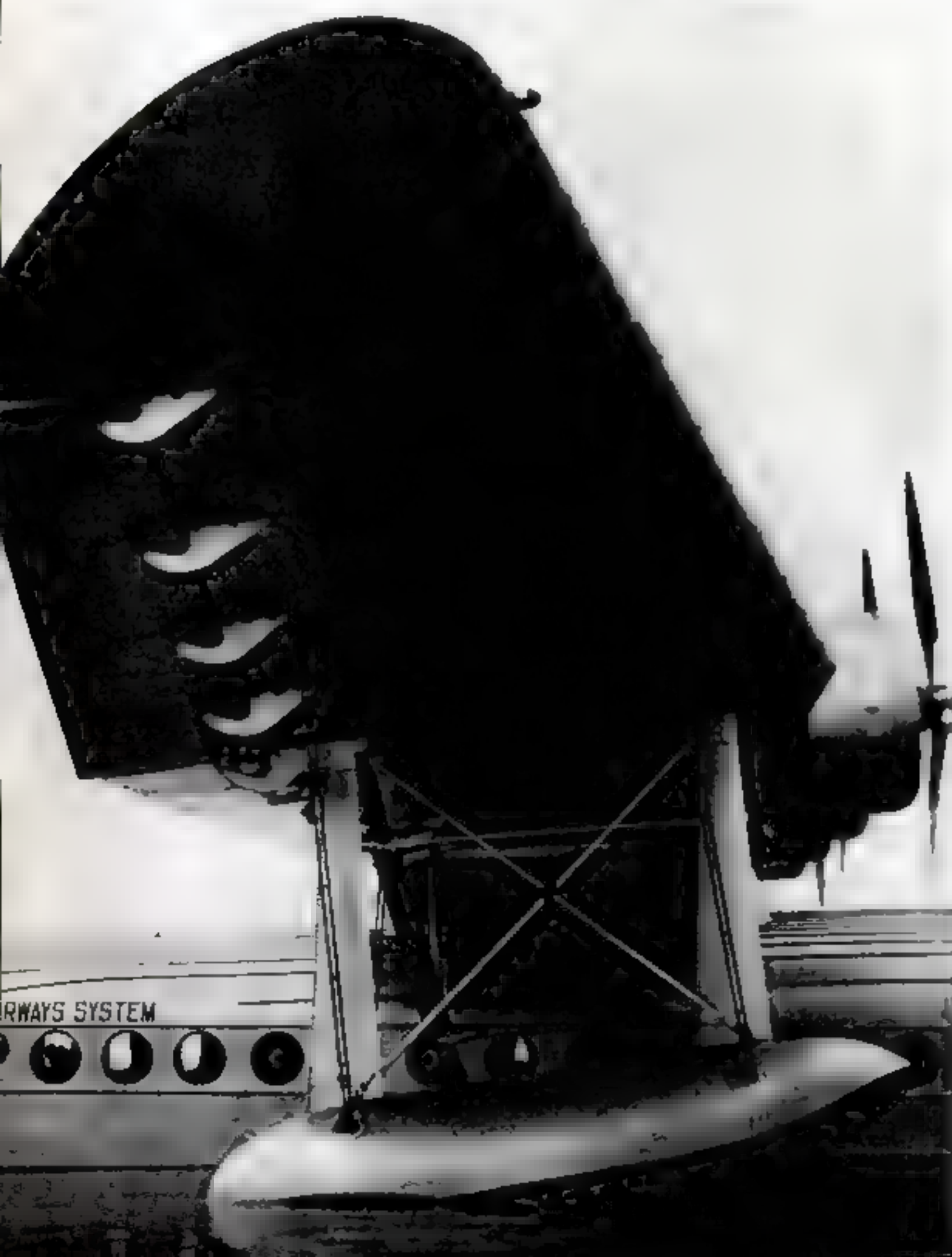
NON-STUNT FLIGHT

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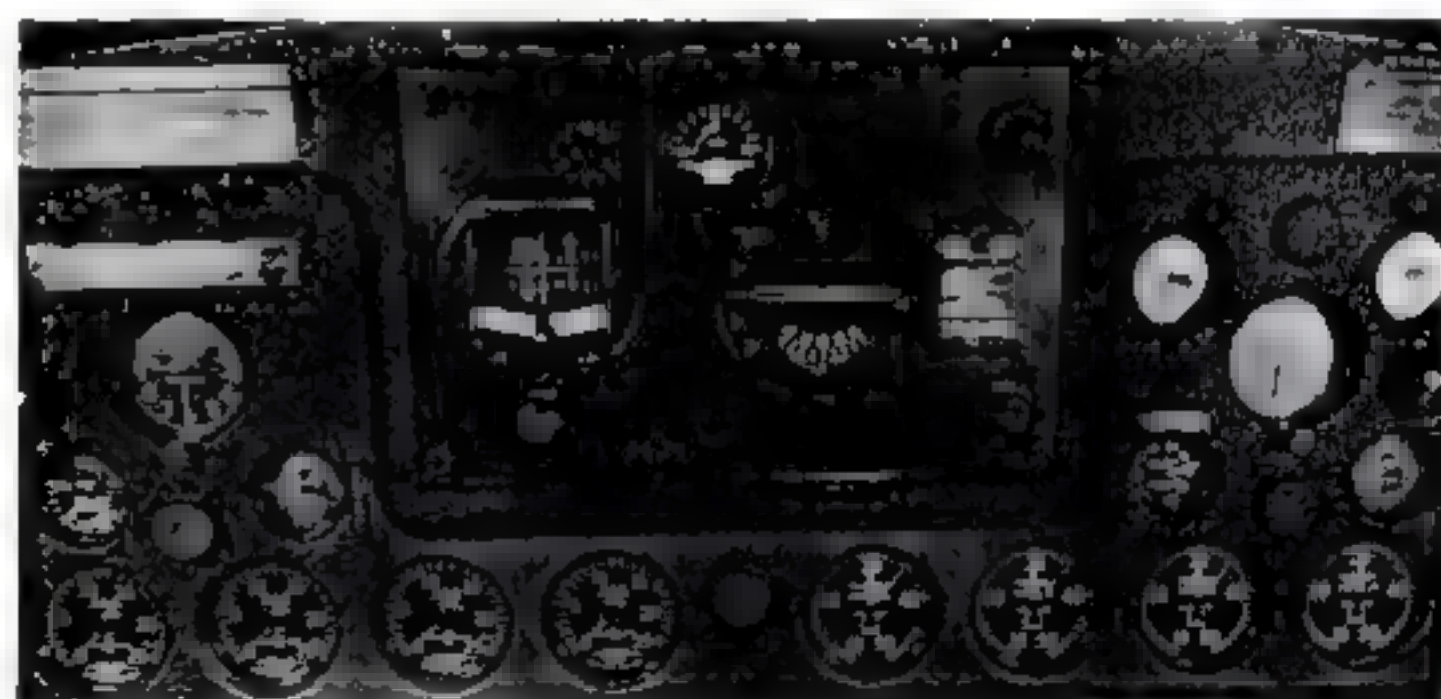
Page 24



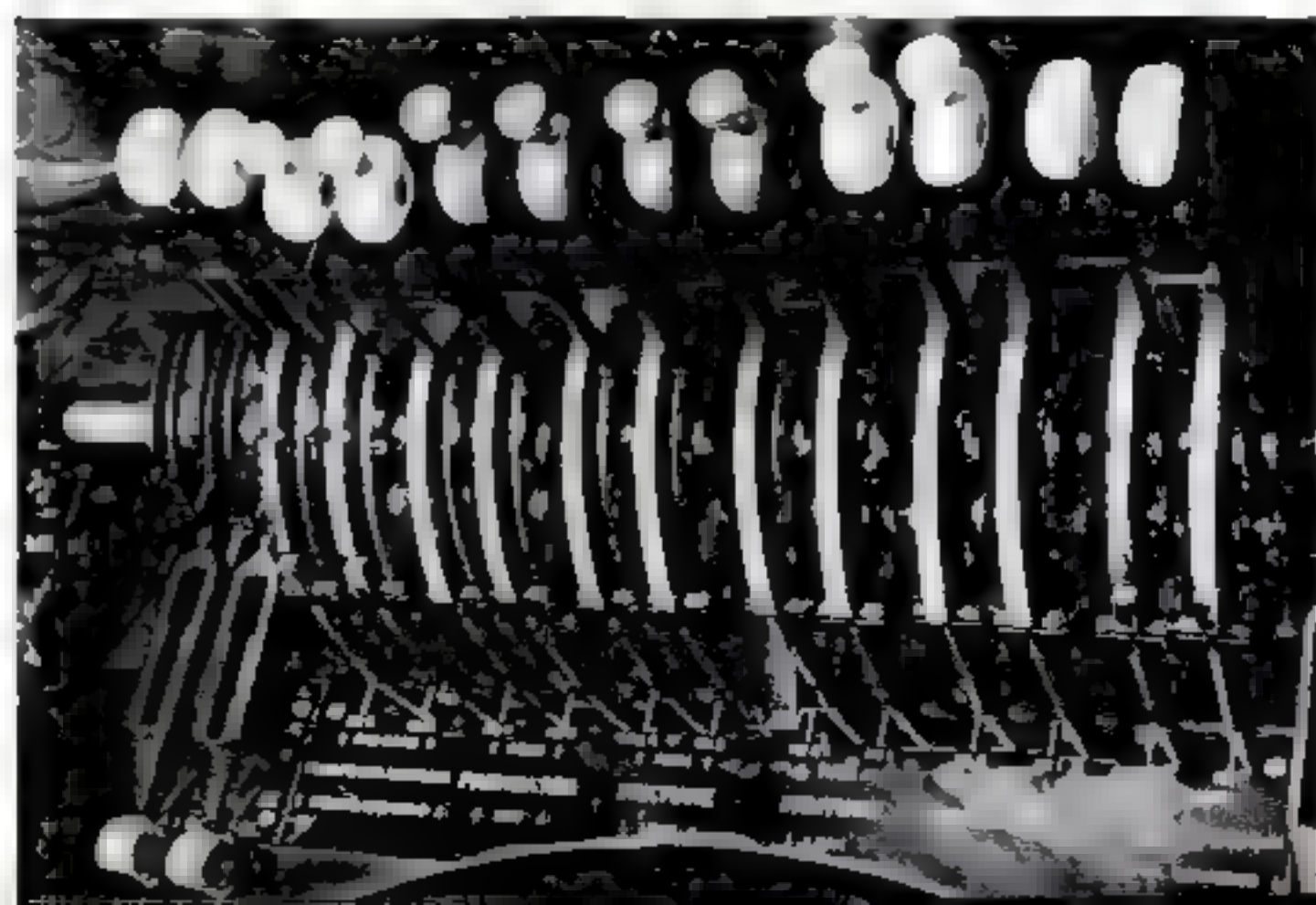
LIFE'S MARGARET BOURKE-WHITE SNAPS IMPERIAL AIRWAYS "CALEDONIA" FLYING UP NEW YORK'S EAST RIVER AT END OF TRANSATLANTIC FLIGHT



There was nothing stuntsy about the transatlantic survey flights started July 5 by Pan American and Imperial Airways. This was pure commercial flying, finest kind in the world. Preparations were scientific and thorough. Crews were well-trained, had the most modern of instruments. The flights brought to the Atlantic the remarkable operating technique that Pan American has made commonplace in flying the Pacific. At left: type of Clipper used in survey.



The Clipper's brain is the automatic pilot, the panel in centre above. At left, looking like a speedometer, is the directional gyro which can automatically guide the plane. At its right is the climb-and-bank gyro. Below are throttles which regulate fuel mixture.





TRANSATLANTIC FLYING: 1937

As the world's worried eyes were fixed on the Pacific and the Earhart search, a far more important aviation event was taking place quietly over the mid-Atlantic. At 11 p.m. on July 5, 952 miles east of Newfoundland, two commercial planes passed within a few miles of each other. Speeding east to Ireland was a Pan American Airways *Clipper*. Flying west to Newfoundland was the Imperial Airways *Caledonia*. They were making the first of a series of survey flights which are expected to lead, by autumn, to the establishment of air-mail service to Europe and the establishment, by spring, of the first trans-Atlantic passenger service.

On this map, solid lines show transatlantic air route now operated or under intensive survey. Dotted lines show proposed routes. In bad winter weather, Pan American-Imperial can shift their routes, flying to Bermuda over the passenger line opened last month, hopping from there to the Azores. French and German lines hope to start flying air mail direct from the Azores to New York by spring. French and German lines now fly regular mail to South America.

LIFE ON THE AMERICAN NEWSFRONT: LABOR BOARD INVESTIGATES BATTLE OF OVERPASS



On the overpass leading to Gate 4 of Ford Motor Co.'s huge River Rouge plant in Dearborn, C. I. O. United Automobile Workers leaders (right) who had come to oversee distribution of handbills to Ford workers May 26 were approached by a group of hard, determined men (left).



The hard, determined men proceeded to give the unionists a thoroughly professional beating. Above you see U. A. W.'s chief Ford organizer, Richard Frankenstein (who is second from right in union group in first picture), made helpless by coat pulled over head.



Kicked, pounded, gauged, the unionists were thoroughly routed. Ford officials said the unionists had provoked loyal Ford employees to the beating, denied that any Ford service men (plant police) had taken part. Note the handcuffs in the hip pocket of the man at left.



Bloody and battered, Richard Frankenstein (right) and Walter Reuther (left), another U. A. W. organizer, claimed Ford had deliberately ordered its men to beat them as a move in its fight against unionism. U. A. W. appealed to the National Labor Relations Board.



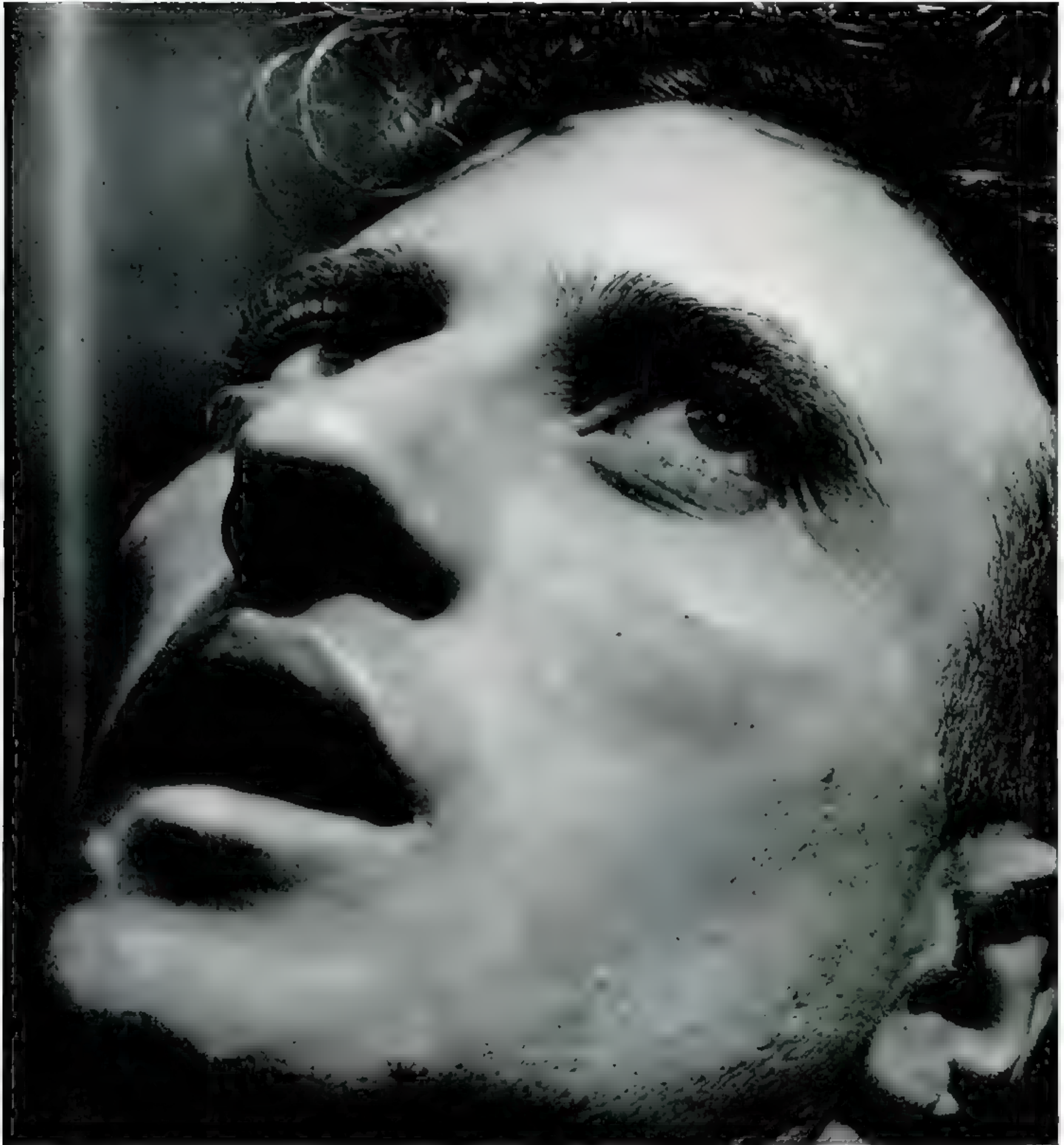
At a hearing before an NLRB trial examiner in Detroit July 8, Frankenstein vigorously challenged points made by Ford Attorney Louis J. Colombo Sr. (right). Colombo,

laying groundwork for a court appeal from the Board's decision, entered objections to most of the evidence presented against Ford, including the pictures on this page.

Pictures testify at Ford Hearing

A milestone in the war of Ford vs. C. I. O. came June 26 when the National Labor Relations Board issued a complaint charging Henry Ford with violating the Wagner Act, notably by having discharged 29 employees for union activity and having "instigated" the beating of U. A. W. organizers on the overpass May 26. Ford denied all charges, challenged the Board's authority on the ground that the discharged employees and the ones who administered the beating were not engaged in interstate commerce. Hearings before a Board trial examiner began July 6. The examiner overruled most of the Ford attorney's objections to testimony of newshawks, photographers and other witnesses of the beating, also squeaked him when he tried to raise the point of beatings of non-unionists by C. I. O. men.

THIS MAN CONFESSED THAT HE HAD MURDERED THREE LITTLE GIRLS



This is the face of the worst kind of criminal—the kind whose acts turn civilized men and women into lynch mobs. It belongs to commonplace-looking men who move unnoticed through the streets of U. S. cities. It reveals itself at last, in cellars and alleys and by lonely roads, to the most innocent and defenseless of humans. It is the face most hated and feared by police and parents throughout the world. This is the despoiler of children.

The face above is no shadow nightmare from a morbid movie like the German *M*. It is the face of Albert Dyer, who until two weeks ago was a crossing guard in an Inglewood, Calif. park. On June 26, three of the little girls whom he had been

shepherding, aged 7, 8 and 9, disappeared. Their bodies, strangled, were found in a ravine. On July 4, Albert Dyer confessed that he had done the deed.

In New York City arrests for sex crimes average one every six hours. Most offenders get off with fines or short jail terms, are then turned loose to commit new crimes. The only remedy for this alarming evil, say psychiatrists, is to make the punishment fit not the crime but the criminal, to keep such men locked up for life, or until their abnormality has been cured. Declares the chairman of the New York Academy of Medicine's committee on medical jurisprudence: "Every man guilty of impairing the morals of a minor is a potential murderer."

LIFE ON THE AMERICAN NEWSFRONT: 26,000 BOY SCOUTS HOLD A JAMBOREE

On June 30, more than 26,000 Boy Scouts from all over the U. S. and 25 foreign countries trooped into Washington for this country's first National Scout Jamboree, one of the greatest juvenile mass migrations since the 18th Century Children's Crusade. Below, in a picture taken from the Washington Monument looking toward the Lincoln Memorial, you see part of their tent city, which overflowed across Potomac Park and into the fields below Arlington National Cemetery. Two hundred doctors looked after the boys' health, and 250 chefs handled a daily food consignment of 13,000 lb. of meat, two tons of sugar, 30,000 quarts of milk, 70,000 eggs. For ten days the Scouts swarmed over Washington by bicycle, foot and bus, saw the sights, snapped pictures, put on shows and drills, swapped trophies and talk. In a hang-up finish on July 8, they lined up for two miles along Constitution Avenue, yelled themselves hoarse while President Roosevelt and wife motored by in a "drive-past" review. One Scout managed to toss a baby alligator into Mrs. Roosevelt's lap.

For grownups the Jamboree served chiefly to point up Boy Scouts of America's growth since its founding in 1910 (there have been some 7,500,000 Scouts and leaders, of whom 1,073,000 are now active), to emphasize Scouting's nonpolitical character as contrasted with Europe's youth organizations, and to recall the astonishing number of things which Scouts learn to do, some of which you see pictured on these pages.



Scout chiefs at mess. D. C. Commissioner George Allen joins National Scout Com-

mittee President Walter W. Head (centre), Chief Scout Executive James West (right).



Swapping was a favorite Jamboree pastime. Above, Scout Bill King of Snyder, Tex.,

gets a polished steer's horn in exchange for one of the 100 horned tunds he brought



Sixty oil paintings advertising Virginia's history and tourist attractions were designed

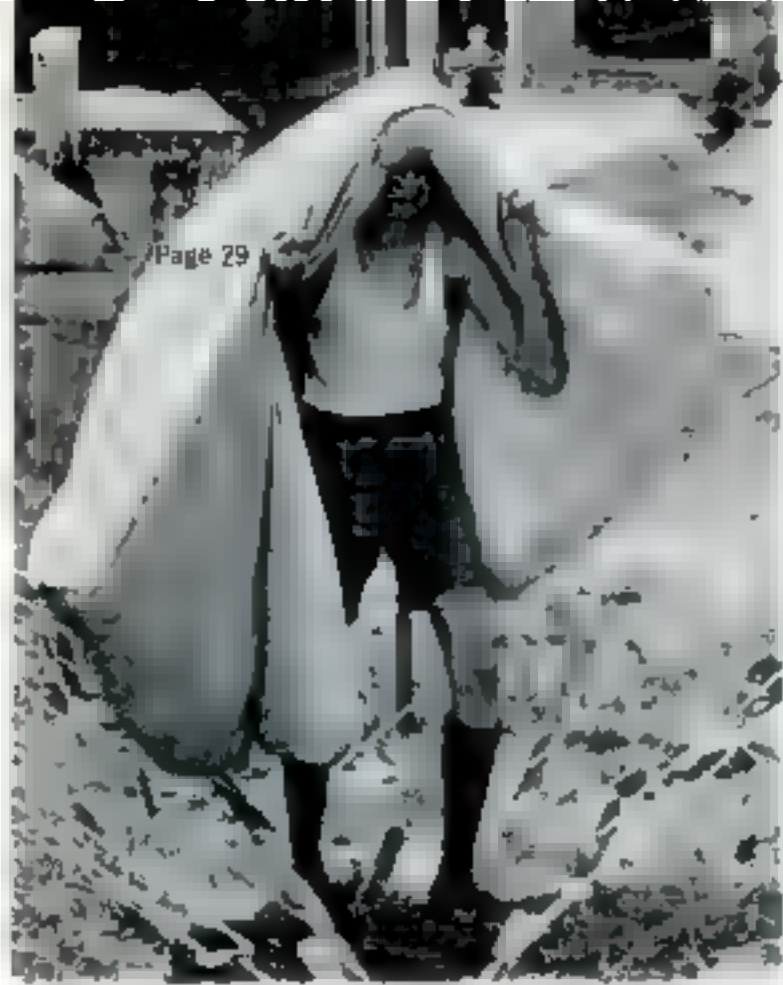
by enterprising Richmond Boy Scouts and strung as billboard flies over their tents.



CANADIAN BOY SCOUT

A DUSKY BERMUDIAN

KILTED SCOTS SCOUT



Self-reliance is a prime Scout virtue. Jamboree attendants chipped in \$25 apiece, self-earned, toward the convention's \$600,000 expense.



Making a fire with bow and stick, here demonstrated by Scout Jack Frost of Chandler, Ariz., is

one of the archaic skills which Scouts acquire in learning how to meet possible woods emergencies.



A green garter snake coveted by Scout John Ambrose (left) of Laramie, Wyo. is swapped by Scout John Dille of Ft. Morgan, Colo. for a fossil.



Scout craftsmanship and local pride filled the Jamboree grounds with exhibits ranging from the log

cabin being tur-papered (above) to a good-sized replica of the Roosevelt home at Hyde Park, N. Y.



Black-snake whips expertly cracked by Scouts from Texas were a Jamboree sight and sound much admired by visitors and Eastern tenderfeet.



Tying knots is a primary Scout skill. Here Scout Charles Guinans of Fort Worth, Tex. prepares a

square knot for a board displaying the knots which all boys must learn, to advance in Scout rank.



THREE BRITISH SEA SCOUTS



TEXAN IN RANGE DRESS



A SCOUT FROM NANKING



OKLAHOMA INDIAN SUIT



THE JAMBOREE'S MIDGET

SCOTTSBORO BOYS ONCE MORE ON TRIAL

Alabama now hopes for an end to this old case

On July 6 at Decatur, Ala., two young Negroes named Clarence Norris and Charlie Weems were arraigned on a charge of raping two white women, held for trials on July 12 and 13 respectively. The courtroom was sparsely filled. The Birmingham News had sent no reporter. Most Alabama newspapers buried the story on inside pages. No reason of obscurity or unimportance accounted for this apathy. It was simply that Alabama has grown heartily sick and tired of its world-famous Scottsboro Case.

Since the March day in 1931 when Clarence Norris, Charlie Weems and seven other stripling blackamoors were taken off a freight train at Paint Rock, Ala., near Scottsboro, and accused of raping two white female vagrants named Victoria Price and Ruby Bates, the Scottsboro Case has wound through an expensive and apparently interminable series of trials. All of the Scottsboro Boys except Roy Wright, the youngest, have been condemned to death at least once, and the lives of Norris and Haywood Patterson have twice been saved by the U. S. Supreme Court. From the beginning the Boys themselves were obscured in the miasma of old hatreds which arose when Northern liberals and Communists rushed down to defend them as martyrs to Southern injustice and intolerance, and Alabamians struck back at the malicious interference of Yankees, Reds and Jews. But after six years, tempers on both sides have cooled. The longtime prosecutor, Lieutenant Governor Thomas E. Knight Jr., died last May. The defense attorney who so infuriated the South, famed Samuel Leibowitz of New York, made no appearance at the arraignment. Last month the Montgomery Advertiser, which long howled for the Boys' blood, spoke for many an Alabamian when it called for a compromise which would end the case for good, declaring: "Scottsboro" has stigmatized Alabama throughout the civilized world."

The current series of trials is scheduled to progress at the rate of two Boys per week for four weeks. (Patterson, tried last year, is under a 75-year sentence.) Whatever their fate, the Scottsboro Boys whose Birmingham jail portraits appear on these pages, are already assured of a place in U. S. history.



Haywood Patterson, 24, the best-known of the Scottsboro Boys, is vain, publicity-loving, unpopular. A sometime Chattanooga grocery-store helper, he now corresponds regularly with expatriate Author Kay Boyle, British Negrophile Nancy Cunard.



Andy Wright, 25, is the best-natured of the Boys. He confidently expects to go free and get back his old job as truck driver for a wholesale grocer named Talley in Chattanooga. He enjoys girl correspondents in California and Florida.



Clarence Norris, 24, who was raised on a farm and worked as a stonemason's helper in Atlanta, is the dandy of the outfit. He plasters his hair with strong-perfumed grease, keeps his shirt and overalls neat and clean. His illiterate mother sends him letters when she can get somebody to write them.



Willie Roberson, 21, has been cured of a disease since he went to jail. Like the rest of the Boys, he gets newspapers from friends and \$10-per-month pocket money from the Communist International Labor Defense and Scottsboro Defense Committee.



Charlie Weems, 26, whose parents are dead, gets a letter every week from his Aunt Gussie McElroy. Tall and ungainly, he used to be deliveryboy at Watson's drugstore in Atlanta, says that if he gets out of jail: "I wants to fly a airship."



Eugene Williams, 21, a sullen, shifty mulatto, used to be a dishwasher in Chattanooga's Dixie Café, usually tries to impress interviewers with his piety. Behind the barred door which he clasps (above) is Andy Wright's brother Roy, 20, youngest and smartest of the Boys, who refused to be photographed.



Olen Montgomery, 24, is frail, gentle and half-blind, spending most of his time mning and twanging a one-string tenor guitar. He has composed a *Lonesome Jailhouse Blues*, which begins: "All last night I walked my cell and cried, Cause this old jailhouse dont get so lonesome I can't be satisfied."



Ozie Powell, 22, is under indictment for assault with intent to kill, as well as for rape. Returning from Patterson's fourth trial last year, he stabbed a deputy sheriff and got a blast of buckshot in the head. Powell went through the first grade but he can barely spell out words. Nobody writes to him.



CONFEDERATE VETERANS, ON MEMORIAL DAY, FEAR THAT SOUTHERNERS WILL SOON FORGET THEM BUT ONE INSISTS: "THEY WON'T FORGET"

MOVIE OF THE WEEK:

They Won't Forget

Warner Bros. again go strongly sociological



Classes are dismissed for Confederate Memorial Day (April 26) in a Southern business school, but one student returns for a forgotten vanity case. This is the last time she is seen alive. A panicky Negro elevator boy (below), next phones the police that he has found her murdered body in the basement. Third-degreed, he sobs: "I didn't do it."

Most movies are frankly escapist. They appeal because they take audiences out of humdrum living into a world where success never fails and romance always triumphs. Now and then a brave producer defies this formula in a film that reflects realistically the frictions of the world we live in. Such a company is Warner Bros. who pioneered with sociological movies back in 1932 when *I Am A Fugitive From A Chain Gang* flashed angrily into the screen world to create one of the box-office stampedes of the year. With *Black Legion*, Warner Bros. again scored sociologically in 1936. Now comes the same company, with a third great social document directed by the same director (Mervyn LeRoy) who did *I Am A Fugitive*. This time he goes into the deep South, re-enacts the tragedy of Leo Frank (young northern Jew lynched in Georgia in 1915), packs it so full of the brutal force of facts that preview audiences emerge literally limp with spent emotions. Though some may resent his unyielding attitude, honest audiences will add *They Won't Forget* to the meagre handful of U. S. cinema classics.

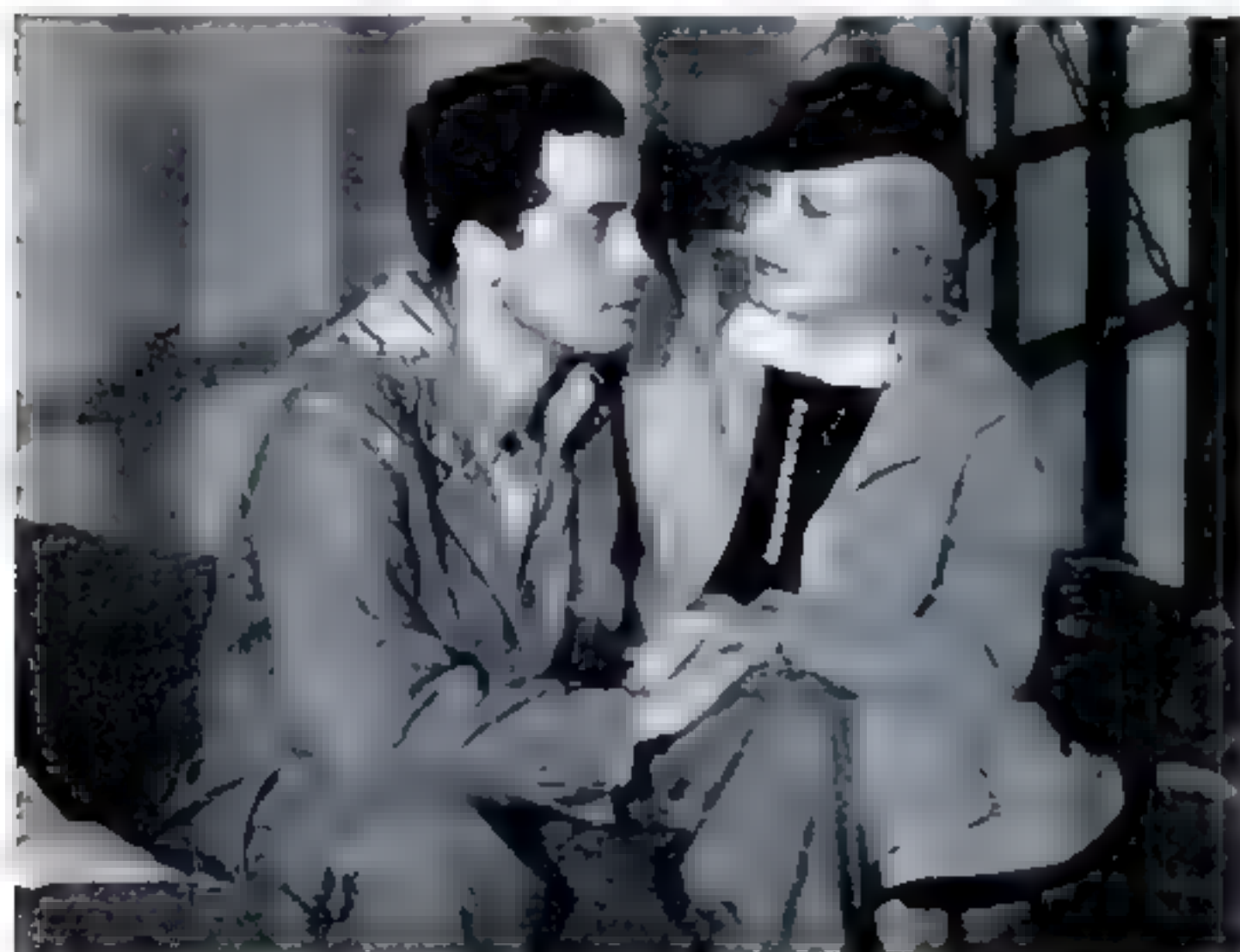




A young northern teacher named Robert Hale (left) is investigated because the murdered girl's schoolmate says she was "crazy about him." A blood spot on his coat from a razor cut is held as evidence against him. Detectives jail him without his wife's knowledge.



A son sister breaks the news of Hale's arrest to his wife (Gloria Dickson). Off guard, the wife reveals her husband's unhappiness in the South, his yearning to go back North for a better job. Newspapers play up sectional prejudices, start a new Civil War in headlines.



In jail the wife tries to comfort her husband who is despondent over the power of prejudice, convinced that he has already been sentenced by regional hate. In a cast of newcomers, Gloria Dickson, taken from a WPA theatre, stands out for strength and directness.

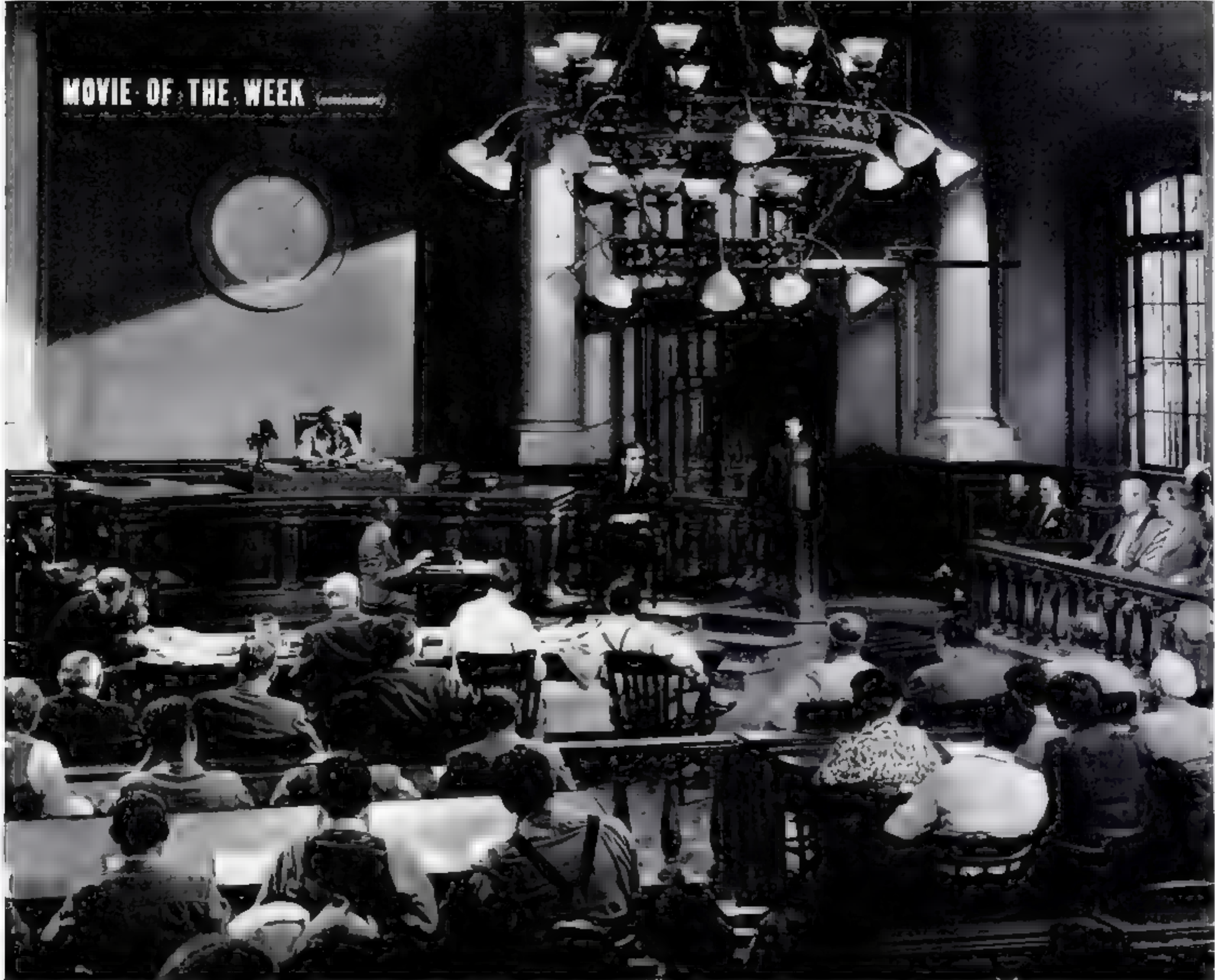


The district attorney (Claude Rains) sees in the murder a chance to become Governor. Scornfully dismissing charges against the elevator boy, because "anybody can convict a nigger," he determines, despite flimsy evidence, on the Northern teacher as his victim.



The northern lawyer comes like a lighted match into a town tense with the dynamite of regional antagonisms. Suave and caustic, he fails to understand the fierce pride of Southerners, succeeds for all his legal brilliance only in making both courtroom and jury hostile.

MOVIE OF THE WEEK (continued)



The trial of Robert Hale, a climax of relentless realism, takes 20 of the picture's 95 packed minutes. Above is the typical Southern courtroom, the typical small-town jury with its mind already made up by sensational newspaper stories. Witnesses tell coached tales, refuse to reveal the truth for fear of incurring the contempt of their neighbors.

In a summing-up speech that lasts 5 min. (below), the unscrupulous district attorney plays all the stops on the organ of sectional prejudice, whips the mob inside and outside the court into a frenzy of anti-Northern sentiment. Prejudice and circumstantial evidence pile up against young Hale in a scene that vividly recalls the Leo Frank and Scottsboro trials.





The small-town judge (above) attempts to be fair, but the current of sectional hatred is too strong for him to stem. In his Director LeRoy achieves one of his miracles of type casting. Meanwhile, the mother of the murdered girl (right) is forced by townsfolk and her three angry sons (on porch) to go to court to make a newspaper spectacle.



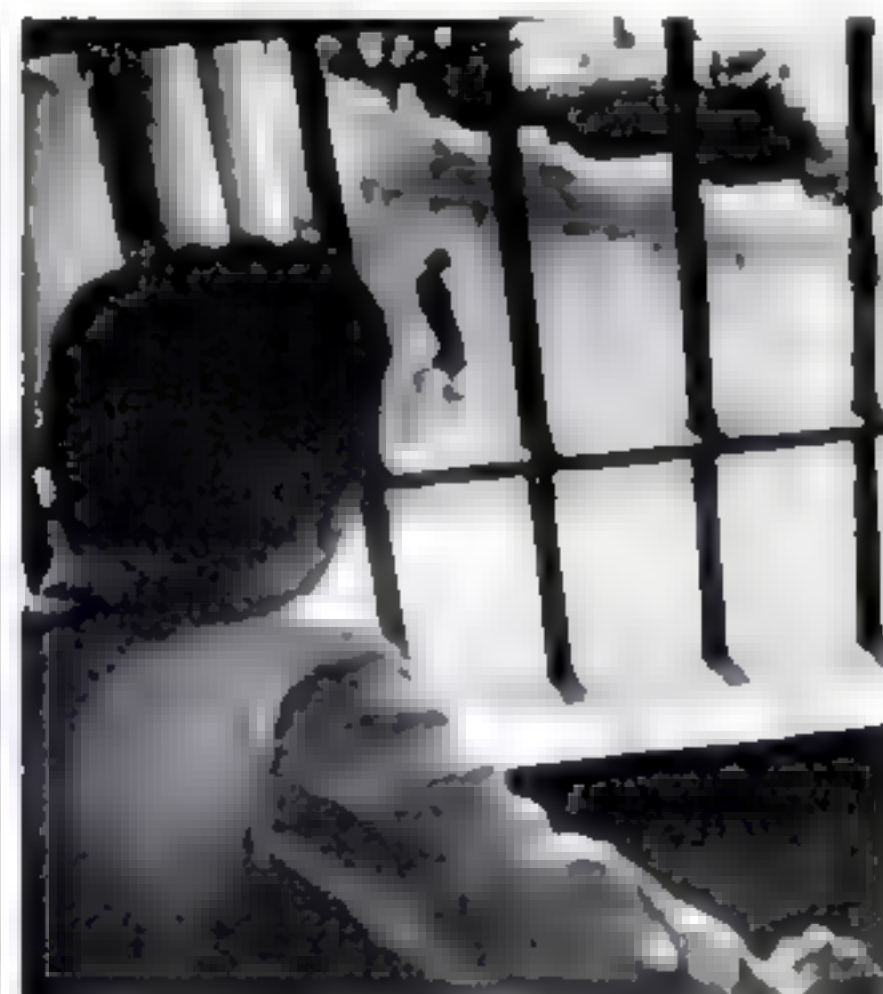
The mob rushes up the courthouse steps (left) to hear the jury's verdict, while a radio announcer keeps the hate pot boiling. The verdict is "guilty." Swamped by protests, the Governor (above, with wife) commutes Hale's sentence to life imprisonment. Like Gov. John Slaton of Georgia who commuted Leo Frank's sentence, his career is ruined.



A lynching posse, headed by the dead girl's brothers, stops the train on which the young Northerner is going to prison. Hale makes a desperate attempt to escape from the baggage car, but as he throws the door open, he finds the posse waiting grimly for him outside.



A mail pouch, jerked from its post by a train, symbolically portrays Hale's lynch-death.



Final shot shows the ambitious district attorney, now victorious, watching Hale's widow leave the courthouse, musing in himself "I wonder if he did it."

BILLY ROSE PUTS ON TWO SHOWS

A little man with a Napoleonic penchant for the colossal and magnificent, Billy Rose is the country's No. 1 purveyor of mass entertainment. Broadway has recognized his talents for years. Now entire cities, far from the Great White Way, are coming to recognize them. It seems only a question of time before the Federal Government will hire Billy Rose to provide the greatest fun for the greatest numbers.

This onetime shorthand reporter started expanding the frontiers of his extravaganzas in 1936. When Fort Worth heard that Dallas was to be the centre of the Texas Centennial it hired Billy Rose at \$100,000 to put on a 100-day Fort Worth "Frontier Centennial." Wearing a ten-gallon hat and cowboy chaps, this diminutive New York showman supervised the erection of a mammoth theatre-café with tables for 4,000. Other Rose touches included an artificial lake with a 130-ft. revolving stage. So successful was the Rose Centennial that Fort Worth has hired him for a repeat performance this year. The 1937 Rose spectacle has gone in for belles-lettres and the current Fort Worth Frontier Fiesta dramatizes four best-sellers, including *Gone With The Wind* (see below).

Rose's success in Texas caused the managers of Cleveland's Great Lakes Exposition to ask him to join their second-year show which opened in May. There Rose has his giant "Aquadace," complete with aquatic champions, a swimming chorus of 60 (see opposite) and the usual Rose dining-and-entertainment arrangement. For a Billy Rose biography, turn page.



Billy Rose's Texas triumph looks like this from the air. At right is the Cesa Mallana, an enormous amphitheatre-restaurant seating 4,000. On its 130-ft. stage is given a show consisting of four literary acts inspired by *Gone With*

The Wind, *Lost Horizon*, *Wake Up and Live* and *It Can't Happen Here*. The spectators eat a \$1.50 table d'hôte as they watch. At left is the Melody Lane rotunda where eight noted composers sing the tunes for which they are famous.



FROM "GONE WITH THE WIND"



"HORIZON" SCENE



BURLESQUE HAS MOVED FROM NEW YORK TO FORT WORTH



THIS IS SCARLETT O'HARA'S HOME



THE AUDIENCE EATS IN THE OPEN AIR

AND IN CLEVELAND, OHIO

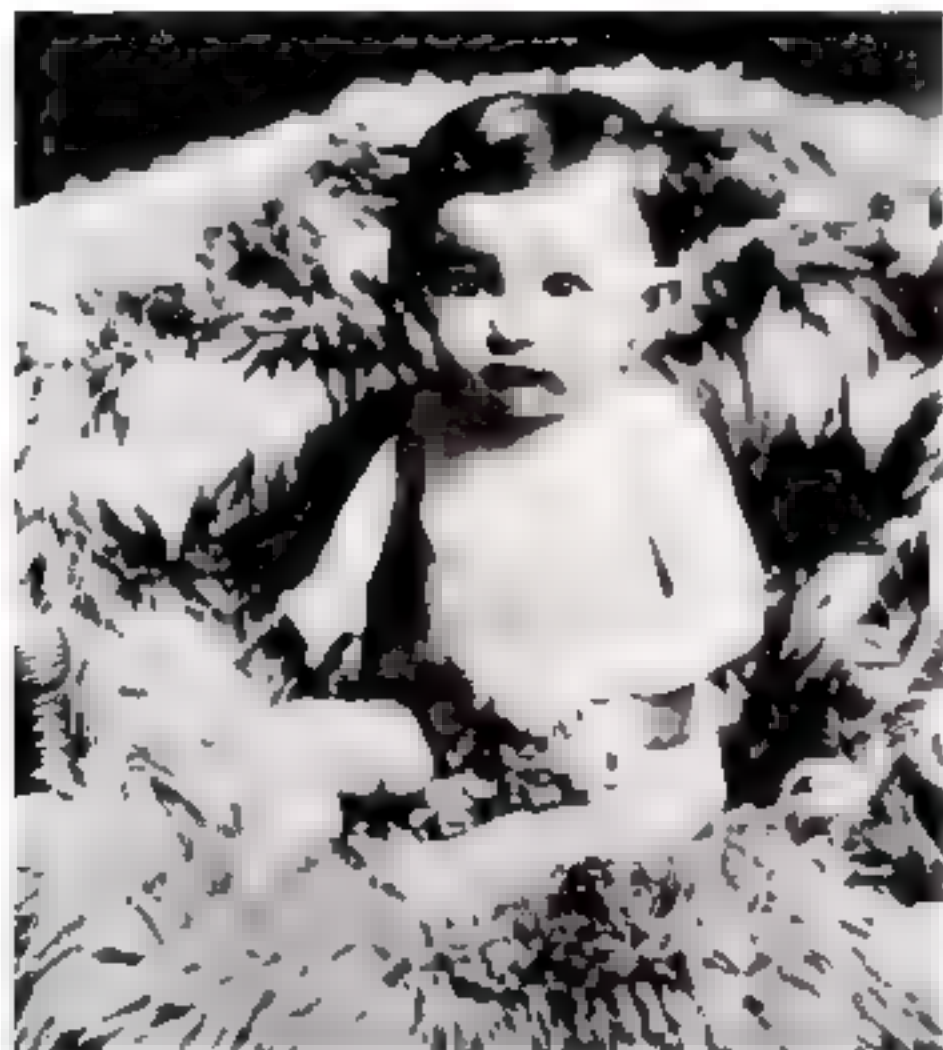


ON AN AVERAGE WARM SATURDAY, OVER 10,000 PEOPLE GLADLY PAY \$1.50 APIECE TO ENTER BILLY ROSE'S AQUACADE AT CLEVELAND'S GREAT LAKES EXPOSITION. IN WHAT BILLY ROSE MODESTLY CALLS HIS "3,000,000-GALLON STAGE" A CHORUS OF 60 PERFORMS AQUATIC STUNTS LIKE THOSE SHOWN ABOVE. AT BOTTOM, JOHNNY WEISSMULLER PURSUES ELEANOR HOLM THROUGH THE WATER.

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WILLIAM ROSENBERG, SHORTHAND CHAMPION, BECOMES BILLY ROSE, MASS ENTERTAINER



1 William Samuel Rosenberg (later Billy Rose) was born in New York City on Sept. 8, 1901. This early bear-skin portrait of him now embellishes his wife's bedroom.



2 At the Gregg Shorthand School, Rosenberg (centre foreground), now in his teens, wore out relays of dictators, had a special phonograph constructed which rat-

ted off 350 words a minute. At 19, he claimed the world's professional shorthand championship, gave free shows of trick shorthand in different languages at Atlantic City.



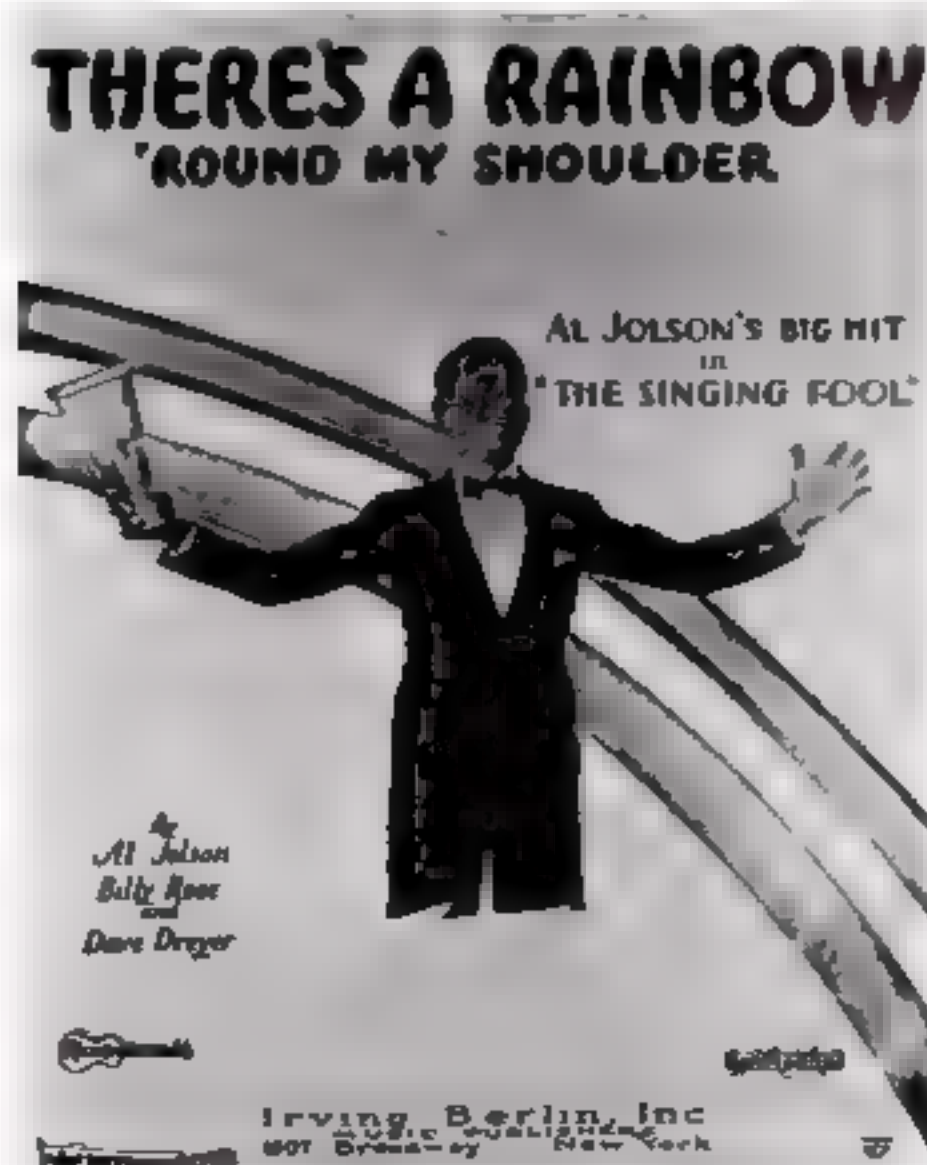
3 In 1918, when Bernard Baruch was presented with a silver loving cup by members of the War Industries Board for his work as chairman, young Rosenberg (seated) took down Baruch's speech in shorthand. He had organized Baruch's stenographic bureau for him.



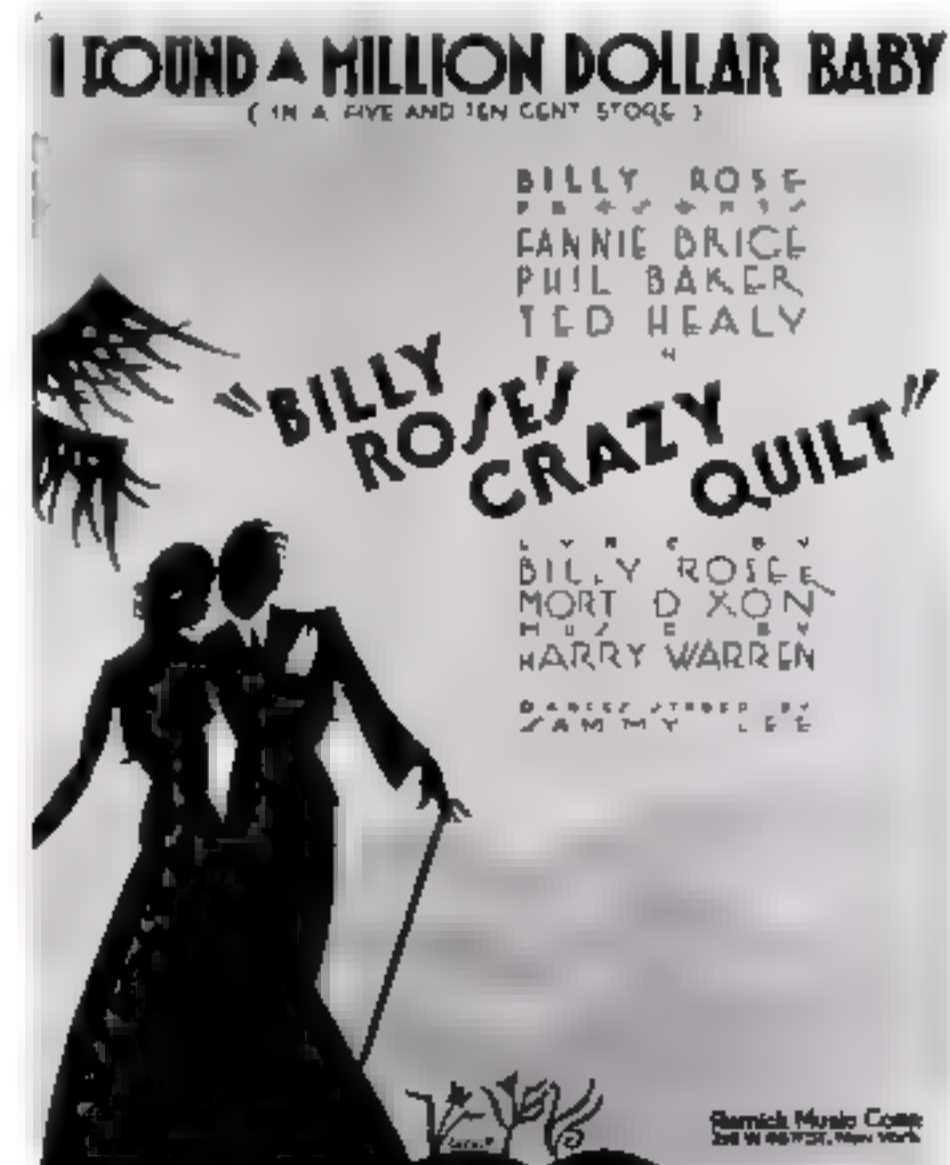
4 In 1929, Mayor Walker married Billy Rose and Fanny Brice at City Hall. They had been introduced by the late Ballard MacDonald (right) who wrote lyrics for some of Fanny's shows. Left of Fanny is her mother, right of Billy is Jay Brennan, comedian.



5 Billy Rose started writing songs in 1922. One of his early ones, *Barney Google*, sold over 2,000,000 copies.



6 By 1928 when he wrote this one, Rose had an AA rating, the highest in ASCAP, the songwriters' organization.



7 At Barbara Hutton's debut party the orchestra was especially instructed not to play this Rose ditty of 1931.

In 1916, William Rosenberg gave up shorthand reporting, in 1921 changed his name to Billy Rose and in 1925 turned to the night-club business in New York. His Back Stage Club was packed with actors and gangsters. There Helen Morgan first sat on a piano—from necessity because the tiny place was so crowded

Later Billy Rose opened his Fifth Avenue Club which catered to swank guests. In 1930, he produced his first musical show, *Sweet and Low*, and in 1932 he produced a Ben Hecht-Gene Fowler play, *The Great Magoo*, a flop. In 1933, he opened his first theatre-restaurant which set a new style in post-Repeal entertainment.



8 This little girl, reflected one-fifth life-size, appeared in a fish bowl at Rose's theatre-restaurant, Casino de Paree. "We had a couple of spares," says Dick Maney, talented Rose press agent. Backed by beer barons, the Casino lasted less than a year.



9 John Hay Whitney came into Billy Rose's life around 1934 when he "anged" the latter's musical circus *Jumbo* to the tune of \$225,000. Here you see Whitney (holding dog) and Rose in conference at a rehearsal. *Jumbo*, after five postponements, lost \$130,000.



10 This picture of Rose measuring girls for his Cleveland water spectacle was misused last winter by German papers. They said it was New York's Mayor LaGuardia trafficking in female flesh.



11 Billy Rose, who stands 5 ft. 3 in., likes bigness. Here he is with Giant Robert Wadlow (8 ft. 8 in.) of his Texas show. A man Rose's size once insulted him by asking for a job as a midget.



12 City-bred Billy Rose suffers from claustrophobia, prefers spacious Texas to confining Times Square. Here you see him in pith helmet, reviewing

rehearsals of his Fort Worth Frontier Fiesta show from a colossal set of stage steps. Last year's show resulted in an operating profit of \$289,000.



Vermont: Land of covered bridges and mountain streams



A JAPANESE PHOTOGRAPHER LOOKS AT VERMONT

And finds it the Last Stronghold of Early Americanism

Behind the men seated on the New England mountaintop above stood Younosuke Natori, LIFE's Japanese photographer. Like them he was looking due north into the Green Mountains of Vermont. By clicking his shutter he caught a panorama that sums up both the surface and the soul of this loveliest of New England States. For Vermont is mountain country. Its people are mountain people. They take their character—hard-bitten and proud, rugged and independent, conservative and thrifty—from the granite of their hills, the deep green pockets of their mountain valleys. And it is this spine of mountain, traversing Vermont from tip to toe, that makes it unique from every other State; makes it, in fact, the last stronghold of early Americanism.

If he had wished, Younosuke Natori might have gone on from this spot and traveled the full length of Vermont on a footpath. Then he would have

understood the fierce mountain love of Vermonters that made them reject the Federal Government's offer to run an \$18,000,000 parkway through the wood and pasture greenness of their hills. But though he traveled in more modern style (guided by Vest Orton of Weston, editor of the new picture book *And So Goes Vermont*), LIFE believes that he caught in these and following pages the essence of that state of mind that makes a State. For here are Vermont's covered bridges and clear mountain streams (*opposite*). Here are its colonial churches, its old-fashioned farm kitchens, its rambling old houses (no two exactly alike in the State), its scented hay, its "summer folk" painting by the roadside. Sometimes Younosuke Natori's Japanese eye has touched these pictures with a subtle Asiatic slant: the line of a bridged arch across the sky, like the lift of a Shinto shrine; the silhouette of an antique dollcart,

like the shadow of a rickshaw. Yet here with unmatched freshness is the flavor of Vermont, as crisp as the flavor of the sugar from its upland maples.

To Vermont, in search of this flavor, has come in recent years a flock of artists and writers. Some bear names known in every household where books are read: Sinclair Lewis, Robert Frost, George Seldes, Dorothy Canfield Fisher, Alexander Woolcott. Though they may not always see eye to eye with the Republicanism of Vermonters, they relish the serene preindustrial economy of this State of little farms and little towns. And whatever their politics, they all agree with the old Vermont poet who, half a century ago, boasted of his State that it had:

*Men, women, maple sugar and horses,
The first are strong, the last are fleet;
The second and third are exceedingly sweet,
And all are uncommonly hard to beat.*

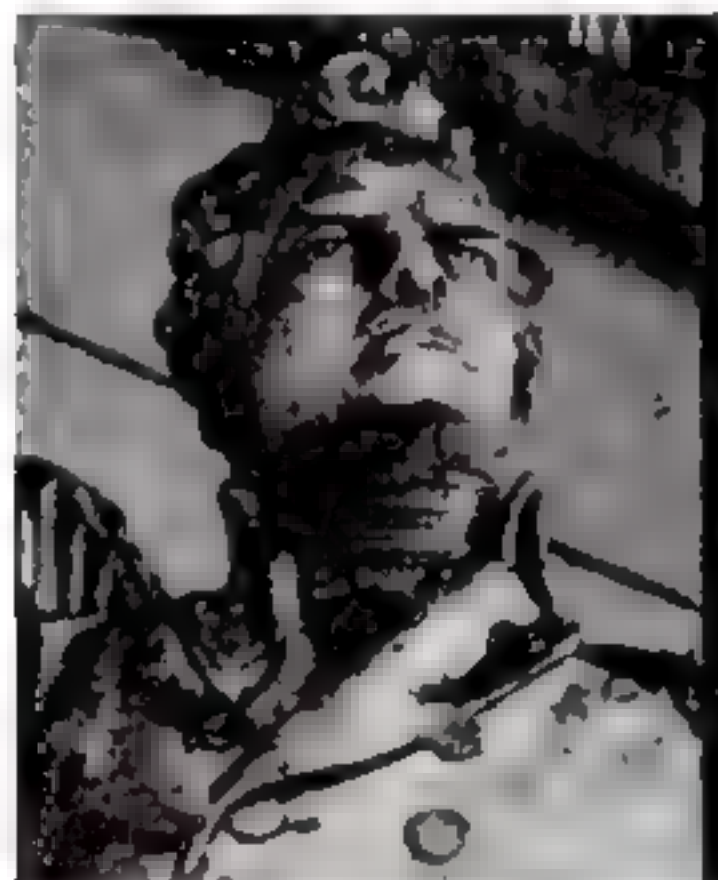
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The white colonial church, a typical Vermont landmark, stands on Craftsbury Common. Craftsbury, a village of 980 souls in northern Vermont, is a "summer town," full of fine old houses. In recent years it has been visited by many writers.



The summer artist lurks along every Vermont roadside ever since Rockwell Kent moved in a decade or so ago and made Vermont landscapes famous. Favorite easel subject is the Vermont barn, generally unpainted, its wooden planks seasoned with grays and purples by a vigorous climate.



The hero and patron saint of Vermont, Ethan Allen, stands carved in Vermont marble before the Capitol at Montpelier.



The governor, George Aiken, is a wildflower fancier who would remodel Republicanism into a liberal agrarian party.



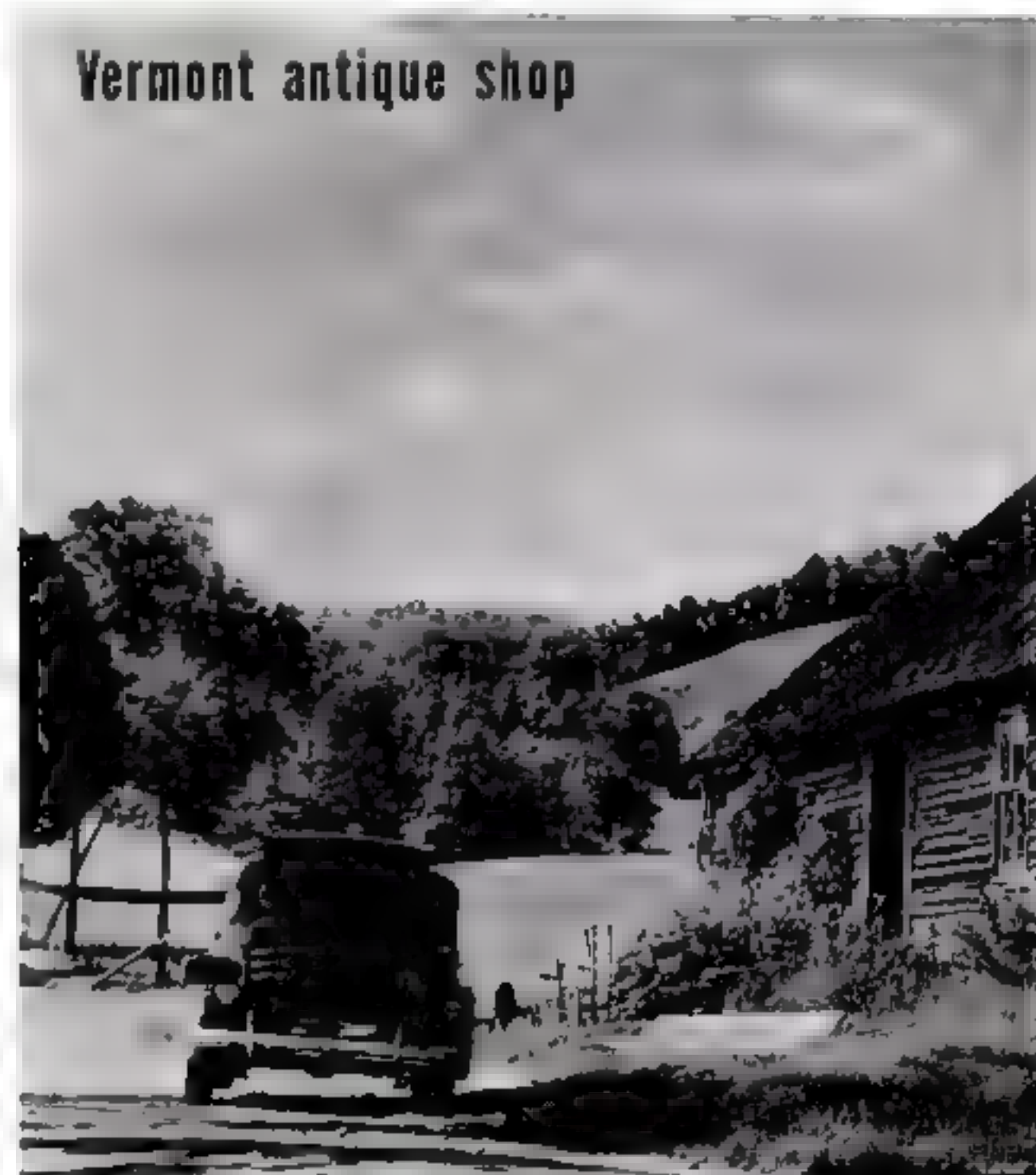
The keeper of the Coolidge home, Vermont shrine, is Aurora Pierce, who kept house for two generations of Coolidges.



The township selectman, H. J. Nelson of Moretown, was elected at the town meeting held every March in every Vermont village.



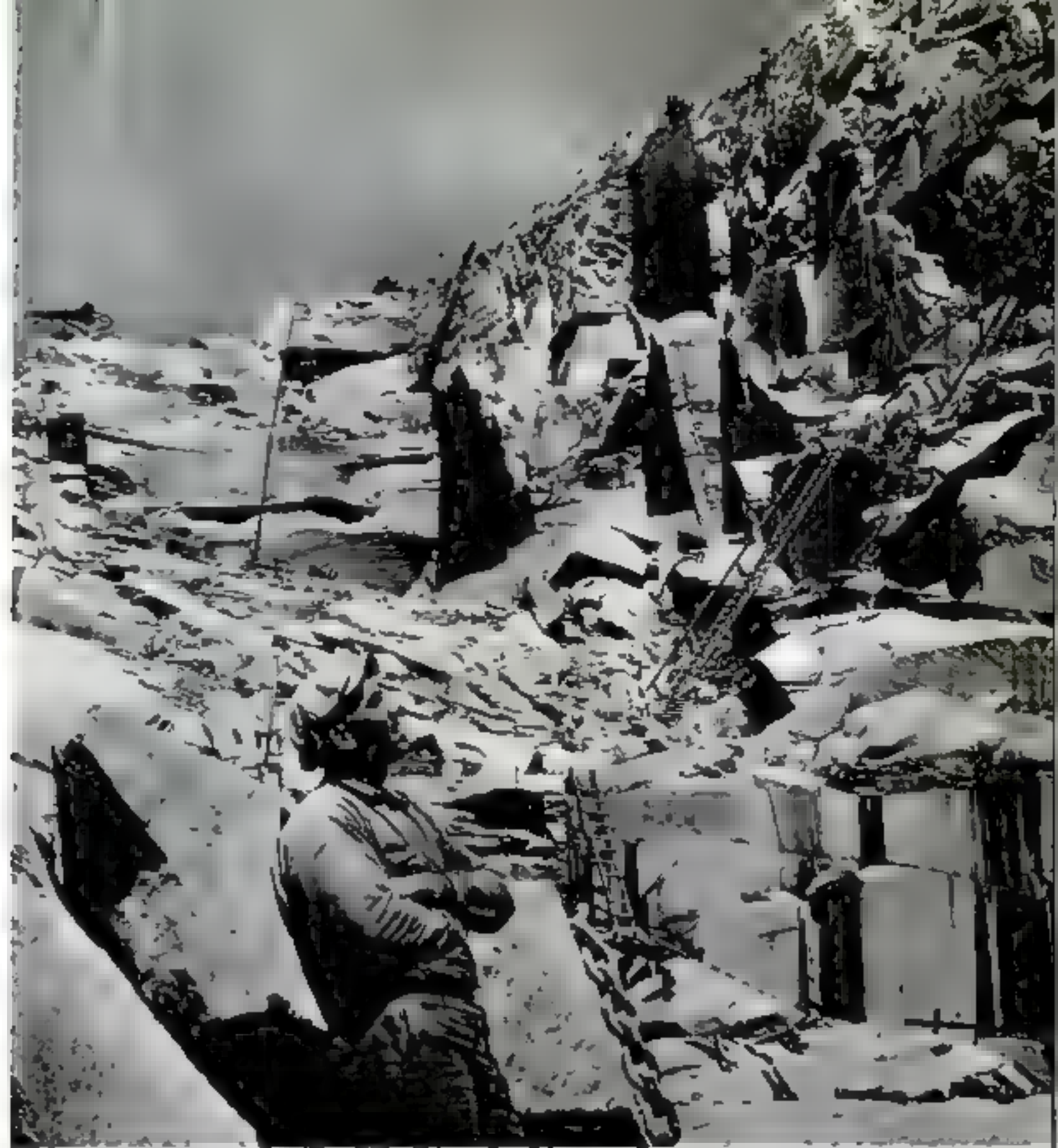
Vermont farm kitchen



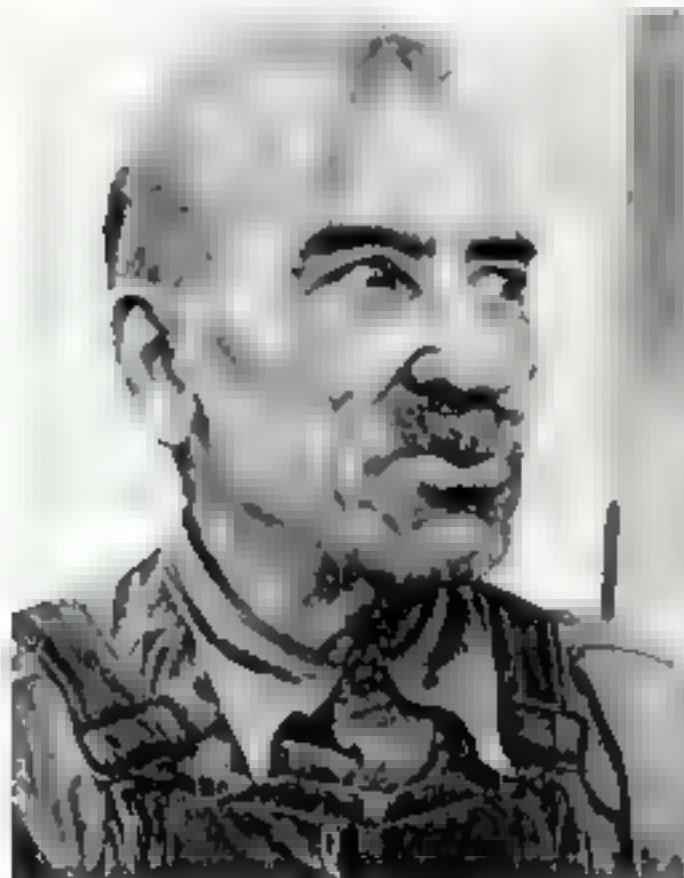
Vermont antique shop



The antique shop at Sunderland uses this old doll buggy for its sign. Vermont antiques are provincial pieces, such as Windsor chairs and pine or maple chests, frequently handmade by colonial farmers. If you want \$500 mahogany highboys, you must go to Connecticut or Massachusetts.



The granite quarry produces hundred-ton blocks from the mountainsides at Barre. Here lies the richest granite supply in the world. It is blasted out, cut into blocks by pneumatic drills, sometimes trimmed into tombstones by hand.



The wool weaver, Fremont ("Monty") Thompson, lives in a good white house in Bridgewater village, has a garden and car.



The marble cutter works in the shed at the Proctor quarry, chiseling tombstones by hand. Often this is done by machine.



The farmer, Barney Foster of Weston, owns 700 acres of pasture and mowing land. "Enough to turn around on," he says.



The tourist hostess, Mrs. Lewis Shonio, runs a log cabin camp at Leicester. She is 75, a great-grandmother, lives in a cabin.



Vermont upland haying



VERMONT LOVES ITS COUNTRY DOCTORS

(continued)

Sixty-four years ago Dr. W. Scott Nay began delivering babies around Underhill, Vt. The babies he then delivered are now having grandchildren whom he, at 86, still delivers. Kindly, gentle, amazingly spry, Dr. Nay runs the village drug store, has written and published his autobiography, serves on the State Medical Board, magnificently symbolizes the State where early Americanism still flourishes.



When Revolutionary Vermont sought a symbol for its seal in 1778, it chose a pine tree and a cow. In 1778 Vermont's pines were a reality, its cows a wish. In 1937 its pines no longer bring big revenue, but its cattle now exceed its people in number. Each year Vermont ships 1,000,000,000 lb. of milk to Boston and other Eastern cities, gets in return a \$25,000,000 check for its farmers.

VERMONT IS THE MILKSHED OF BOSTON

AN ITALIAN PAINTER LOOKS AT VERMONT

Luigi Lucioni was born 37 years ago in Malnate in northern Italy among the high and rolling foothills of the Alps. He came to New York when he was eleven years old and grew up to be a painter and etcher. In 1929, he made his first visit to Vermont whose high, rolling hills brought sharply to mind the well-remembered landscape near Malnate. From then on, Lucioni cared to paint few scenes that were not of Vermont and his devotion has made him a sort of painter laureate to that State. Once he visited the Rockies but couldn't

stand them. They were too big, too rough for him. He hustled back to Vermont as quickly as he could. A careful, ordered man, he keeps his temperament and his imagination well in bounds both in his life and on his canvases. His eyes are exceedingly sharp—he can see separate leaves on a tree a hundred yards away—and his paintings can compare for accuracy with the clearest photographs. Because he paints very slowly, his output is small but because his work is popular both with public and critics, it finds a comfortably ready market.



Singing and spaghetti are, next to painting, closest to Luigi Lucioni's Italian heart. For his many musical friends, he cooks great batches of spaghetti in his Manhattan studio, through whose window (left) he can see Washington Square and its Arch. Opera-star Giovanni Martinelli has taught him whole acts of *Traviata* and *Aida*. As he paints, Lucioni bellows his operatic repertoire at the top of his loud voice.



Lucioni's Vermont home is the little house at the left above. On the estate of Mrs. James Watson Webb at Shel-

burne, it was a children's playhouse before it was turned over to the artist as a studio. This is Lucioni's own

painted version of the scene. Its reproduction in black and white emphasizes the photographic realism of his work.



More than one critic has mistakenly referred to Luigi Lucioni's *Tree in Landscape* (above) as a Vermont landscape. Actually, it was painted on Long Island. But the critics' error is natural. Lucioni has become so inseparably known as the painter of Vermont that Lucioni landscape and Vermont landscape are virtually synonymous. The painting above shows the careful, exact detail typical of Lucioni's work. The paintings on the next two pages show Lucioni's Vermont.

Lucioni Paints Vermont

Lucioni's Vermont



Red Buildings in Sunlight (above) depicts an old mill that stands in Barre, Vermont. A fine example of the artist's polished, painstaking technique, this motionless scene prompted one critic to remark that Lucioni "paints landscapes as if they were still lifes."

Clouds over Equinox (below) illustrates a familiar aspect of Vermont which fascinates Lucioni: the quick gathering of clouds that move, dark and restless, over blue hills, then blow harmlessly away. The gray barn, paint all washed off, is another Lucioni favorite.





Vermont Classic (*above*), painted near Shelburne, has Mount Mansfield in right distance. Here Lucioni, with quiet humor, shows the barn of a frugal Vermonter who has given the ventilator a new coat of paint but has left weathered walls and tottering silo untouched.

Lake Through the Locusts (*below*) is a view across a wheat field, over Lake Champlain to the Adirondacks. It was painted near Burlington on Shelburne Farms, estate of famed Pulist J. Watson Webb, where the artist spends his summers. Mrs. Webb is a Lucioni patron.



Three little words by Noah Webster...

dry: lacking sweetness

tell why you'll like Paul Jones



WE'VE lifted three little words out of the dictionary to tell you one of the reasons why so many gentlemen find keen satisfaction in Paul Jones whiskey.

The reason is this: Paul Jones is a *dry* whiskey—robust and deep-flavored—yet utterly lacking in sweetness. And it's this *dryness* that gives a whiskey, (champagne and sherry, too), its tang and brisk flavor.

In fact, the pleasing *dryness* of Paul Jones, coupled with its other forthright qualities, will quickly convince you that this noble liquor fully merits the renown it has enjoyed as "A Gentleman's Whiskey" since 1865.

★ ★ ★ ★



Frankfort Distilleries Incorporated, Louisville and Baltimore, makers of Four Roses, Old Oscar Pepper brand, Martell & Co. Cognac—all blends of straight whiskies—40 proof. Also Paul Jones Four Star Distilled Dry Gin (90 proof), distilled from 100% grain neutral spirits.

DUCHESS OF KENT LIKES ONE DRESS

Silk print appears 6 times in 7 weeks



On May 11, 1937 the Duchess of Kent wore this red and white printed suit and red straw hat while attending the Coronation "Service of Petition" in Queen's Hall.



On May 21, the Duchess wore her print to the house of the Lord Mayor (at left).

Most fashionable of England's royal duchesses, the Duchess of Kent has no inhibitions about wearing a dress she likes as often as she likes. Her current sartorial favorite is a plainly tailored silk suit on which a small white anchor design is closely printed on a red background. With this goes a red hat to match of coarse, plaited straw, worn on the right side of the head, tilted forward. Sometimes the former Princess Marina of Greece wears a veil on the hat. Generally she wears two silver foxes with the suit. Here you see her on six public appearances which she has made in her favorite dress during a period of seven weeks.



On May 31, the Duchess wore her silk printed suit to the Royal Tournament at the London Olympia. With her is her sister-in-law, the Duchess of Gloucester.

CONTINUED ON NEXT PAGE

CHANGE FROM HOTS TO KOOLS!



DON'T PUFF, puff, puff through *this* summer with hots and heavies. Slip into a pack of KOOLS and watch the thermometer drop. Like a plunge in a mountain stream, the mild menthol makes your throat feel cool and refreshed. Each pack brings you a valuable coupon good in the U. S. A. for really swell premiums. (Extra coupons in every carton.) Take the sting out of summer and switch to KOOLS today. Brown & Williamson Tobacco Corporation, Box 599, Louisville, Ky.

TUNE IN Tommy Dorsey's Orch. & More on Blue, NBC Blue Network, Fridays 10 P. M., E. O. S. T.



SAVE COUPONS FOR MANY HANDSOME NEW PREMIUMS



Bridge Table: De Luxe inlaid. Sturdy. FREE. Write for illustrated 28-page Cigarette Case—Enamel and silver nickel—750 coupons. Plain model, 500 coup. B & W premium booklet, No. 13—choice of five colors. 100 coup.

RALEIGH CIGARETTES...NOW AT POPULAR PRICES...ALSO CARRY B & W COUPONS

★★★ HENNESSY COGNAC BRANDY



* quality
* bouquet
* clean taste



Hennessy-and-soda!

The very name sounds cool and inviting. And what a delightfully refreshing drink it is! Three-Star Hennessy blends so well with the sparkling gayety of the soda. What a satisfying beverage! To insure this treat, order "Hennessy-and-soda."

Distilled and bottled at Cognac, France.
JA HENNESSY & CO Established 1765

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Schieffelin & Co., NEW YORK CITY - IMPORTERS SINCE 1794

HENNESSY
and SODA

84
PROOF

DUCHESS OF KENT'S DRESS (continued)



On June 7, the Duchess of Kent wore her favorite printed-silk suit when she attended a sale of antiques in London. Because it is warm she wears no silver foxes.



On June 8, she again wore the print, to a theatrical garden party at Regent's Park. With her is Noel Coward, followed by Duke of Kent and Countess of Brecknock.

On June 29, the Duchess of Kent faithfully wore her preferred silk ensemble when she opened a community house in London. The children are strewing rose petals.





Man at Work

LOOK AT HIM work on that cup! Somehow . . . from somewhere . . . instinct has told him, "Get busy . . . help those teeth come through. It's job Number One."

Like every baby, he is entitled to good, sound teeth all his life. Nature intended it.

But what are the odds against him? If he's an average child, recent surveys show that — when he is in grade school, he will have two infected teeth . . . by the time he's 31, six teeth will be gone, and five more infected.

These facts are not mentioned to alarm you. Rather — this is an assurance that — by acting at once — you can spare your child the pain, ill health and expense visited on you and your generation by infected teeth.

True — Nature can no longer do the job alone. But science has proved that *most tooth decay can now be prevented* — with the 3 "D's": Diet, Dental Care, Daily Brushing.

And Squibb has prepared two scientific dentifrices. Squibb Dental Cream and Squibb Tooth Powder. They *do more* than clean teeth. Squibb dentifrices contain an antacid that neutralizes the bacterial acids that cause decay, wherever it comes in contact with them.

See your dentist or doctor about your children's teeth. It's job number one. (Remember, the cost of prevention is nothing compared to the cost of repairing the ravages of infection.)

Today — start your children on the Squibb

Plan below. If you set an example to them, you'll find that you, too, will be sure to benefit!

Authorities Agree . . .

MOST TOOTH DECAY CAN BE PREVENTED BY THIS PLAN

The Squibb Plan



1. Brush your teeth and massage your gums thoroughly at least twice a day, using a dentifrice that is efficient and safe; one prepared by a reliable maker.

2. Check with your dentist regularly to be sure that your home treatment is effective, that your diet is correct, and that you have the benefit of adequate professional service.



BE SURE TO GET SQUIBB QUALITY

For more than three-quarters of a century, millions of careful families have depended on the name of Squibb . . . Specify—

SQUIBB TOOTH POWDER—it has all the scientific advantages of Squibb Dental Cream . . . for those who prefer powder.

SQUIBB MINERAL OIL—a safe, internal regulator.

SQUIBB ASPIRIN—pure and promptly effective.

SQUIBB COD LIVER OIL—exceptionally rich in Vitamins A and D . . . a true economy.

SQUIBB MILK OF MAGNESIA—free from any suggestion of earthy taste . . . a sign of purity.

SQUIBB SODIUM BICARBONATE—refined to an unusual degree of purity.

SQUIBB ACID-NEUTRALIZING
Dental Cream

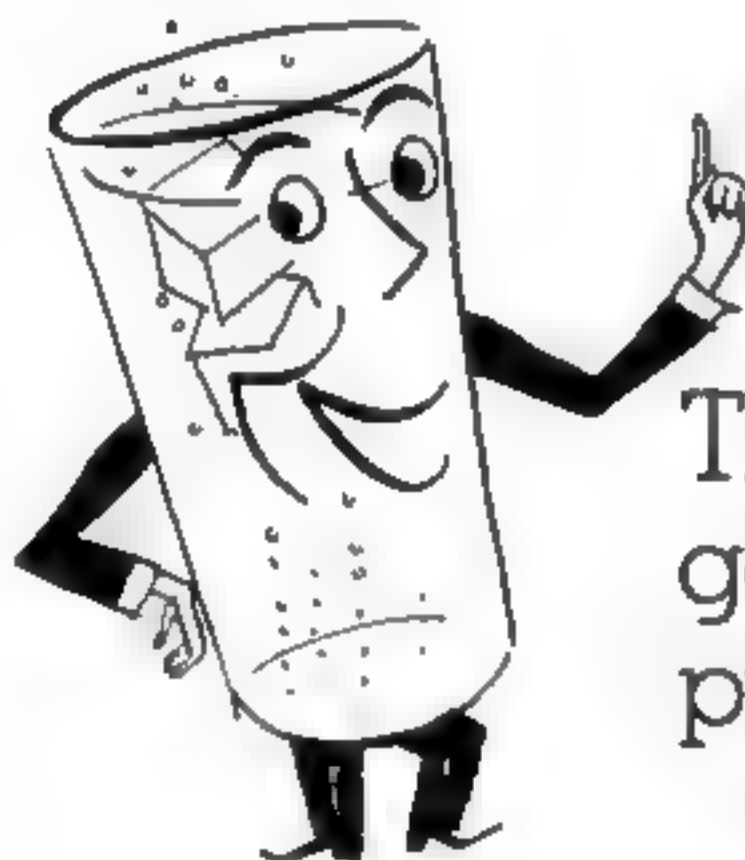


THE PRICELESS INGREDIENT OF EVERY PRODUCT IS THE HONOR AND INTEGRITY OF ITS MAKER



Ginger
should be
burning hot

But a **gin**,
we think,
should not



That's why
gentlemen
prefer a
mixer

DOES IT MIX? The answer is—
"Not if you taste or smell the gin in
the finished drink."

That, we've been told, is the kind
of mixed drink *Americans* prefer.
They want to taste the smooth per-
fection of the finished Tom Collins,
not the gin alone.

Being an American gin, Fleisch-
mann's is especially distilled to mix
—from *American grain*. The Fleisch-
mann formula is a secret. But there's
no secret about the superb smooth-
ness of Fleischmann drinks. For
your next Tom Collins, say—
"Make it with Fleischmann's."
The Fleischmann Distilling
Corporation, Peekskill, N. Y.

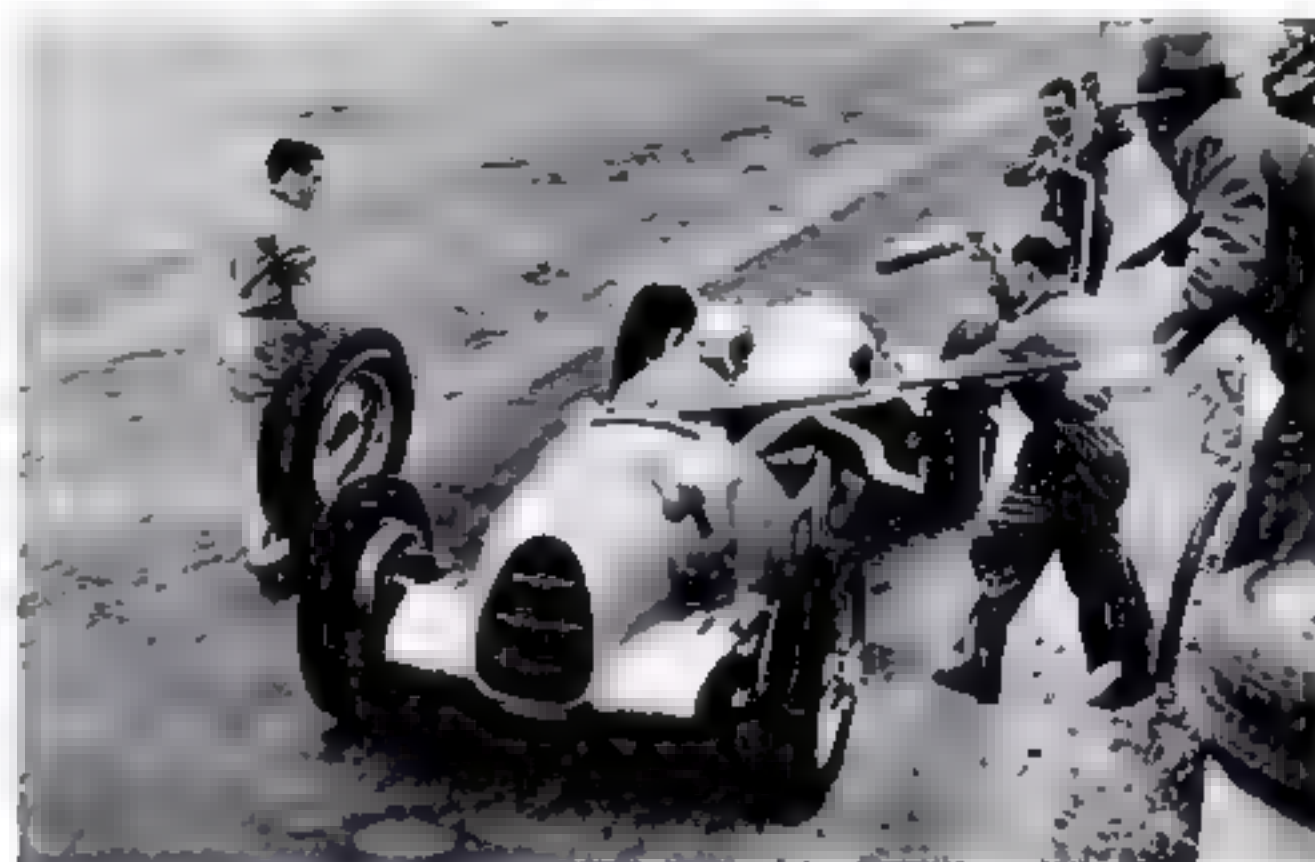
Also Fleischmann's Sloe Gin, 65 Proof
Cognac. 1967 by The Fleischmann Distilling Corporation



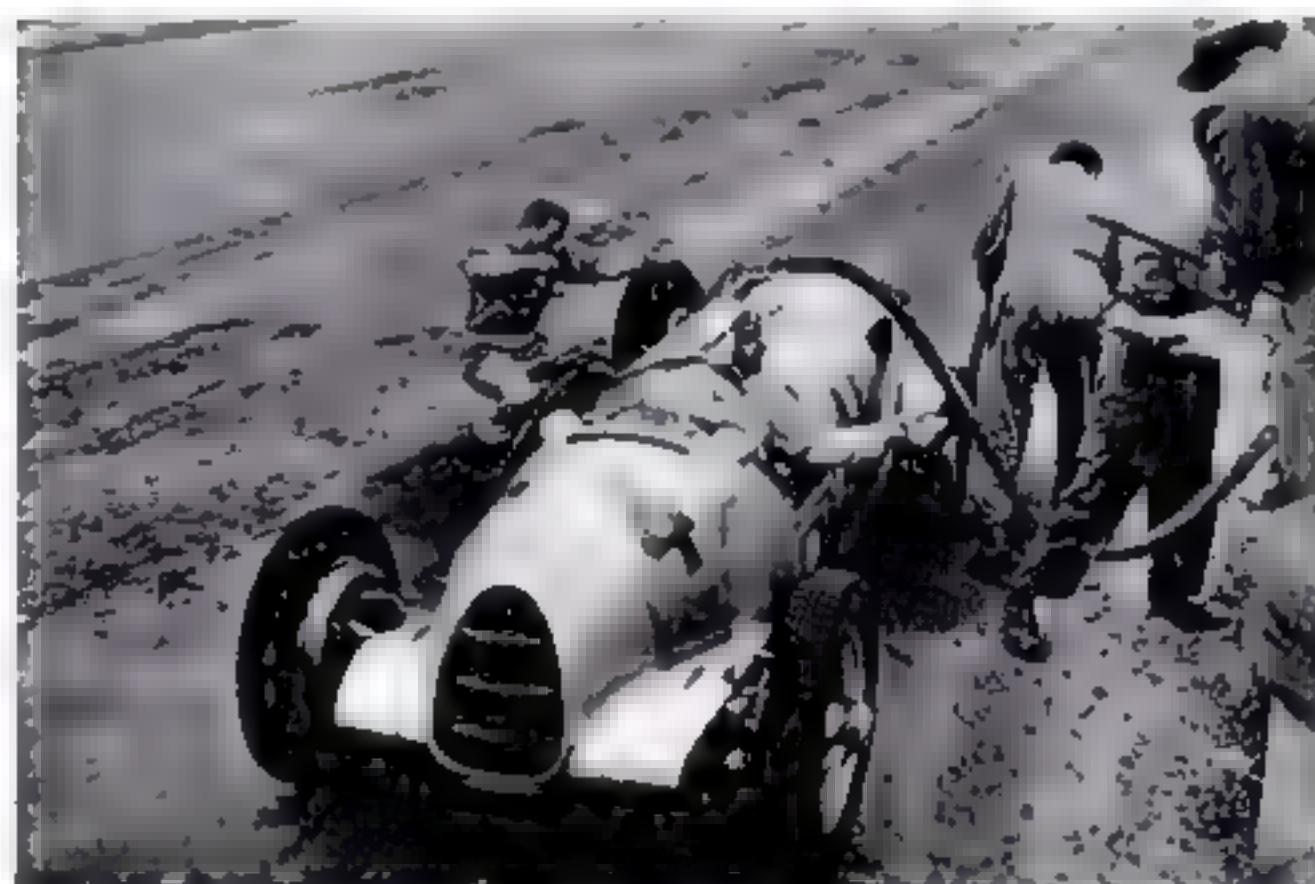
THE REAL
AMERICAN
MIXER
90 PROOF
4/5 QUART

GERMAN DRIVER TAKES VANDERBILT CUP

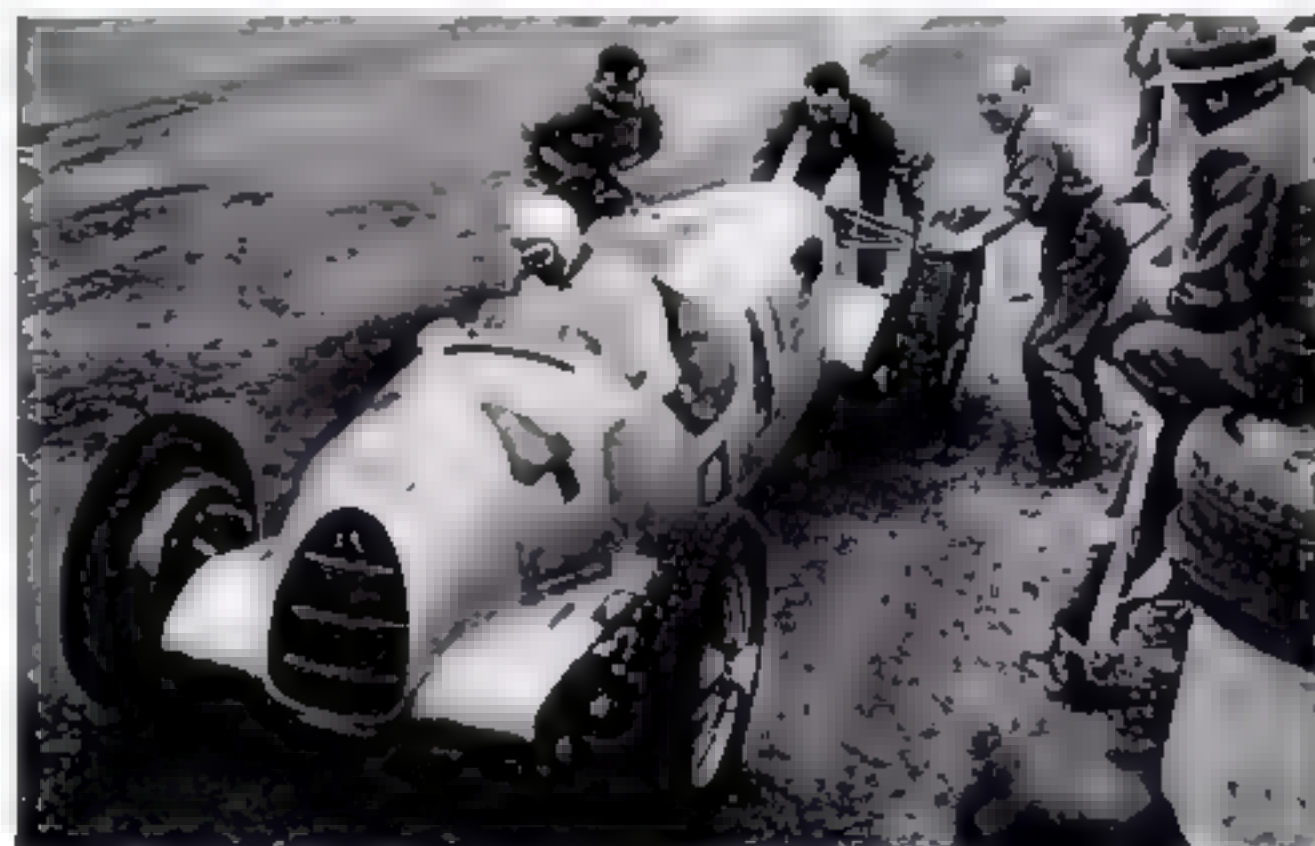
Super efficient mechanics help Rosemeyer win



Into the repair pit at Roosevelt Raceway, Long Island, rolls Bernd Rosemeyer, ace
Nazi racing driver, who leads in the Vanderbilt Cup Race on July 5. Almost be-
fore his Auto Union skids to a stop, his mechanics are ready with jack, tires, fuel.



With amazing speed, the rear wheels, tire treads worn thin, are knocked off as
Rosemeyer reaches for a drink and fuel is pumped into the tank. Meanwhile, Dick
Seaman, in a German Mercedes sneaks up from second place, passes Rosemeyer.



In 35 sec., rear wheels are replaced, tank is full, and Rosemeyer is on his way again.
Soon he passes Seaman, beats him by 51 sec., wins the Cup and more than \$20,000.
His average speed on the twisting course: 82.5 m.p.h. Top speed: 159 m.p.h.



WHAT IS IT...



... that's more interesting than "love nests"?



... that's more interesting than yesterday's game?



... that's more interesting than war?



... that's more interesting than bathing beauties?



... that's more interesting than murder?

ANSWER

The weather! Yes, the weather report is, day in and day out, more interesting to newspaper readers than any of these things!

How do we know? By a scientific study, conducted by our own Copy Research Department, to determine the reading habits of the public.

This study goes on continuously—checking what, in the way of pictures and copy, interests people most... what, in the editorial and advertising columns gets read and what gets ignored... what subject matter, strategies and devices command the greatest reading by the public.

And the findings are applied to the advertising we prepare, to give our clients' advertising a larger audience than their competitors'; and to give our clients themselves a bigger value for their advertising dollars.

YOUNG & RUBICAM, Inc.
ADVERTISING

NEW YORK • CHICAGO • DETROIT
HOLLYWOOD • TORONTO • MONTREAL



"I've checked them all -

Here's
at

"I've shopped around . . . looked over cars in every price class . . . and I'm here to say that only Oldsmobile offers all the fine-car advantages at a price right down with the lowest."

OLDSMOBILE occupies a unique position in the automotive world. In *cost*, it compares favorably with the very lowest priced cars. But in *quality*, it ranks with the highest. Oldsmobile's Style-Leader styling is smart, dashing, different from anything else on the road. Its brilliant power and smoothness, its sensational snap and action, its amazing handling ease and roadability all make it a thrilling car to drive. Its multitude of safety factors—from Triple Sealed Super-Hydraulic Brakes to Unisteel Turret Top Body by Fisher—give you a feeling of complete security under all conditions of driving. Its wealth of modern convenience features provide you with all those little things that make fine-car motoring so enjoyable. Yet, Oldsmo-

bile's big car comfort, big car roominess and big car luxury are combined with the low-cost operation usually associated with smaller cars only. Come, take the wheel of an Oldsmobile. Give it every test you know. Compare it feature for feature with high-priced cars for *quality* . . . and dollar for dollar with low-priced cars for *value*. When you've checked them all, you, too, will agree that Oldsmobile gives you fine-car quality at its lowest price!

Compare Oldsmobile's low delivered prices with those of other cars. You will find that Oldsmobile is priced but a little above the lowest. Monthly payments can be arranged to suit your purse under the convenient General Motors Instalment Plan.

110 H. P. EIGHT



Fine-Car Quality its Lowest Price!"



95 H. P. SIX

95-horsepower SIX with 117-inch wheelbase...110-horsepower EIGHT with 124-inch wheelbase... Unisteel Turret Top Bodies by Fisher Knee-Action Wheels... Triple Sealed Super-Hydraulic Brakes Center-Control Steering... Dual Ride Stabilizers... Unobstructed Floors... Safety Glass Standard Throughout... Stabilized Front End Scientific Sound Proofing... And Many Other Fine-Car Features.

Oldsmobile

" It's Better Economy To Buy Quality ! "



Dated Coffee makes **BETTER**

Iced Coffee

**Fresher, Richer in the
Economical Bag**

*After a fast game . . . a tall glass
of Iced Coffee . . . Dark and cool-
ing. It is richer and less costly if
you make it with Dated Coffee!*

That's because our unique Dat-
ing and delivery system guaran-
tees freshness.

Every bag of Dated Coffee is
rushed fresh from the roasting
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marked with the delivery date, for
your protection against staleness
and flat, weak flavor. Delivered
like your milk and cream! Treated
just like the fresh food it really is!

This same guarantee of fresh-
ness also enables us to pack this
very high-grade coffee in an inex-
pensive paper bag and give you its
extra richness at a much lower
price. No need of expensive con-
tainers. You pay for rich coffee,
not for a fancy container.

Buy this rich but inexpensive
Chase & Sanborn Dated Coffee
from your grocer tomorrow and
see how much richer, more re-
freshing Iced Coffee it makes. A
better drink at a far lower cost!

Listen to the Chase & Sanborn Coffee
Radio Program on the N.B.C. Red
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**For finest flavor in
Iced Coffee, USE HIGH-
GRADE COFFEE . . .**

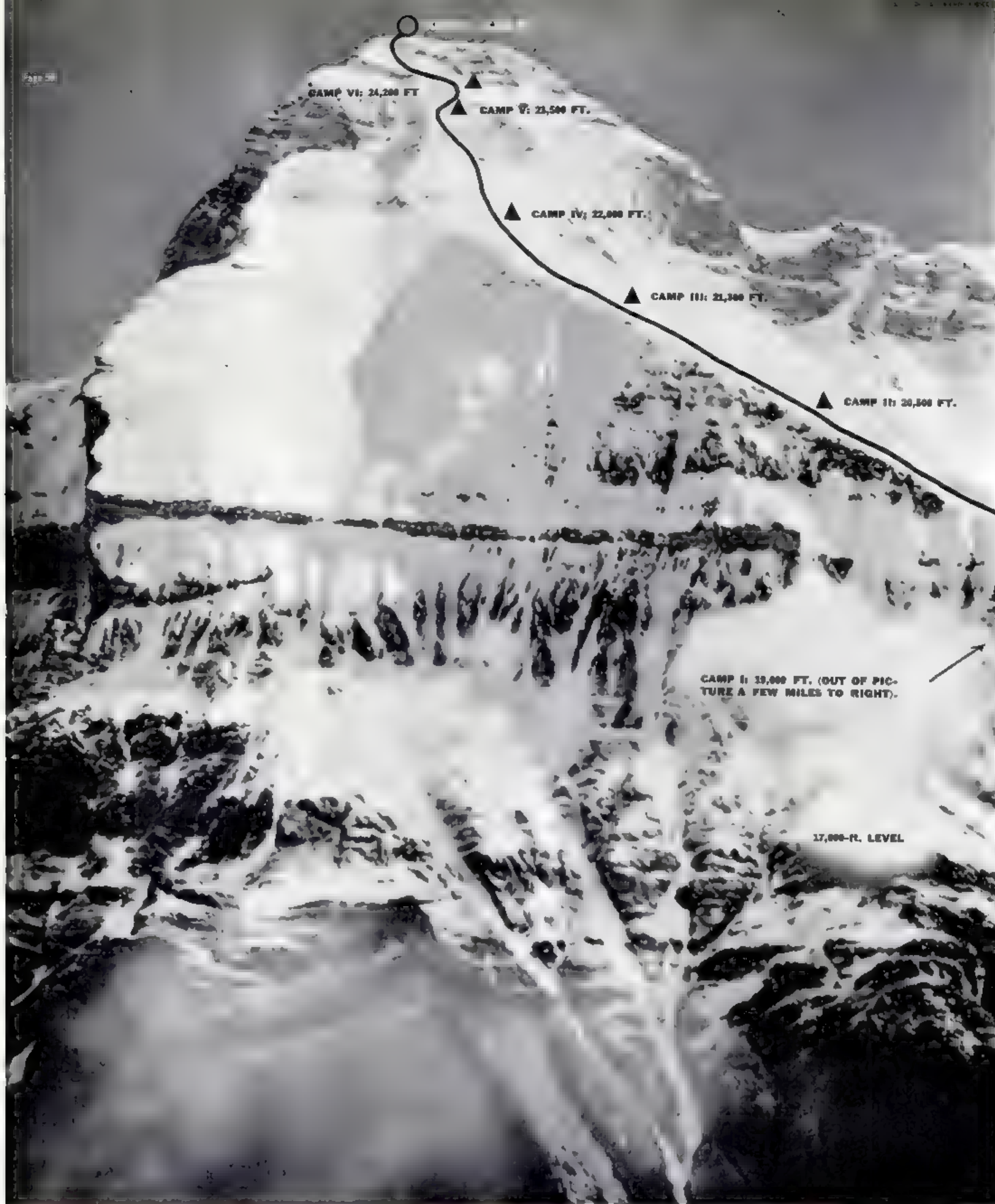
Only the finest quality, fullest fla-
vored coffee will do, when you
make Iced Coffee. Because, as the
ice melts, it's bound to dilute the
coffee. And even measuring your
coffee more generously than usu-
al—which is the rule for Iced Caf-
fee—can't make up for this loss of
flavor unless you start out with a
coffee that is fresh, extra rich and
high grade. For better Iced Caf-
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**Dated
Here**

COFFEE

**CHASE
& SANBORN
COFFEE
- DATED**



NANDA DEVI: HIGHEST MOUNTAIN SCALED BY MAN

Himalayan climb by Anglo-American expedition soon to be told in book

Most impassable wall ever built by nature is the 1,500-mile Himalayan range which throughout history has served as a frontier between India and Tibet. Its lowest passes are above 10,000 ft. More than a dozen of its peaks exceed 25,000 ft. To scale the latter has been the irresistible and often fatal ambition of alpinists from all over the world. Only last month seven of the nine members of a German expedition out to climb Nanga Parbat (28,629 ft.) in Kashmir were killed by an avalanche. Highest summit yet reached by man is Nanda

Devi (shown above, looking due South) called "The Goddess Nanda" by 240,000,000 Hindus who consider it a deity. Last summer the British-American Himalayan expedition scrambled up its northern bulwarks to its crest at 25,660 ft. The story of this feat is told by H. W. Tilman, in a book called *Ascent of Nanda Devi* to be published July 20 by the Macmillan Co. (\$3.50). Black line that follows the ridge in picture above shows the route taken. Triangles mark the location of five of the six camps. Camp III is on the brink of a sheer drop of some 4,000 ft.

CONTINUED ON NEXT PAGE

(continued)

NANDA DEVI'S LAST MILE TOOK 20 DAYS

Seven Germans killed on Nanga Parbat

At left above are the eight members of the British American Himalayan expedition which conquered Nanda Devi last August. From left to right, Farnsworth Loomis, Charles S. Houston, Noel E. Odell, H. Adams Carter, H. W. Tilman, Professor T. Graham Brown, Peter Lloyd and Arthur B. Emmons III. Loomis, Houston, Carter and Emmons are Americans. At left below, you see the ill-fated German group, seven members of which perished sometime between June 6 and 20 while attempting to climb Nanga Parbat, 450 miles west of Nanda Devi. Because the success of high alpinism depends largely on establishing well-stocked and well-manned supporting camps, only two of the Anglo-American group—Odell and Tilman—actually reached the summit on Aug. 29. The party made the climb and descent in two months. To do this they hired 43 porters, who carried 60 lb. of food and equipment each. Two weeks marching brought them to the foot of the mountain where they had to cross a raging glacial torrent. The 37 local porters took one look at the foaming waters, demanded their pay and scuttled home. The small party then had to double back after every march to bring up necessary food supplies.

A base camp was established at 17,000 ft. on Aug. 8. Two days later the actual climb over loose snow and crumbling rock started. The men clambered up steep slopes, found no place level enough to pitch tents, built platforms to hold the three sail-silk tents of Camp I (see below, left) at 19,000 ft. Camp II (below) at 20,500 ft. was built further up on the ridge under a rock bluff. The porters fell ill here and had to be sent back to base camp. A 48-hour blizzard buried Camp III, 21,300 ft. and zero weather sealed the climbers in their sleeping bags. Camp IV, 22,000 ft. (right) served as a base for the last steps up the peak. By the camp you see Houston and Odell packing their 40-lb. loads. Five men established Camp V, 23,500 ft. where Houston and Odell remained and next day failed to scale the peak. Houston developed food poisoning and was replaced by Tilman who with Odell pitched the small bivouac tent of Camp VI (right) at 24,200 ft. The following morning, Aug. 29, the two left at dawn, wormed their way up a couloir, then onto a snow face where an avalanche nearly swept them away. Breathing with difficulty and resting every 100 steps they finally reached the summit after nine hours of climbing.

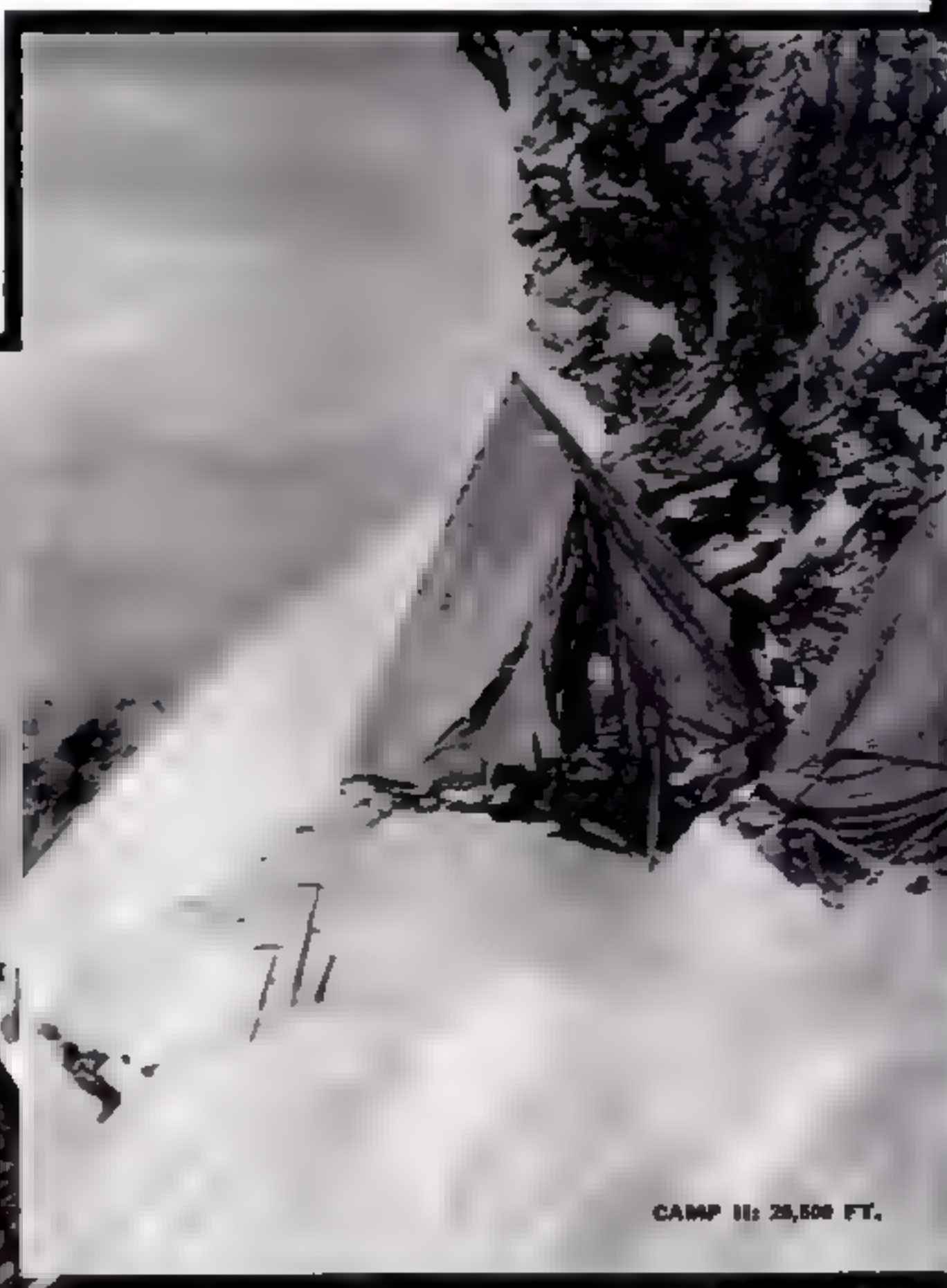
These men succeeded in climbing Nanda Devi, highest peak ever topped by man, last August. You see the eight men at base camp in their everyday attire. Note six-week-old beards.



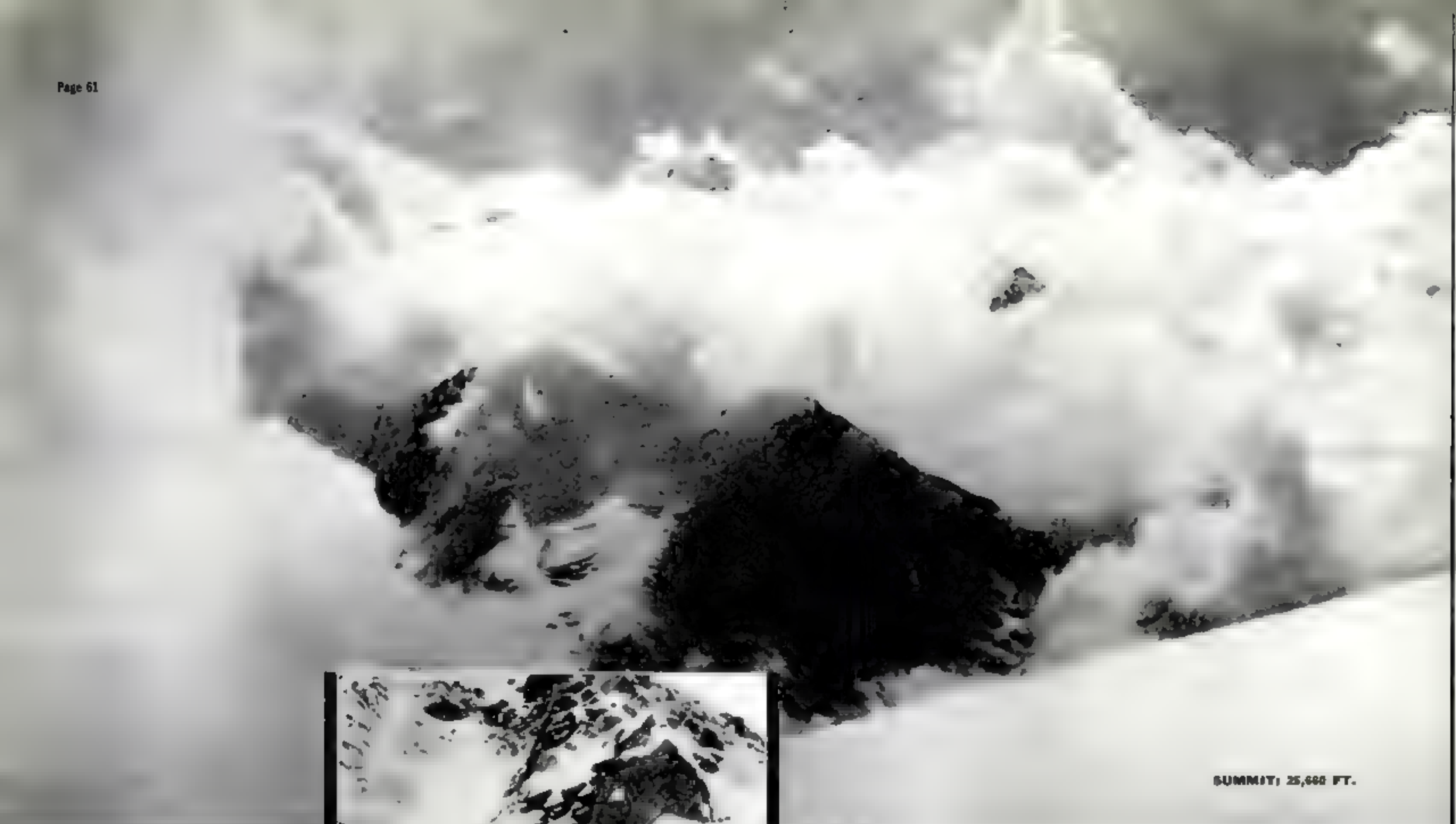
These nine men failed to climb Nanga Parbat, 20,629 ft., in the Northern Kashmir. Seven of them died in the attempt. Sole survivors of the expedition, which was led by Dr. Karl Wien (third from left), were Dr. Ulrich Luft and Lieutenant D. M. B. Smart, British liaison officer attached to the group. Most dangerous enemy of mountain climbers is the threat of unpredictable avalanches. One of these swept the seven Germans and nine Ghurka porters to their death. The party was composed of young doctors, scientists and students, all experienced mountain climbers. Two previous attempts at scaling Nanga Parbat met with similar fatal results.



CAMP I: 19,000 FT.

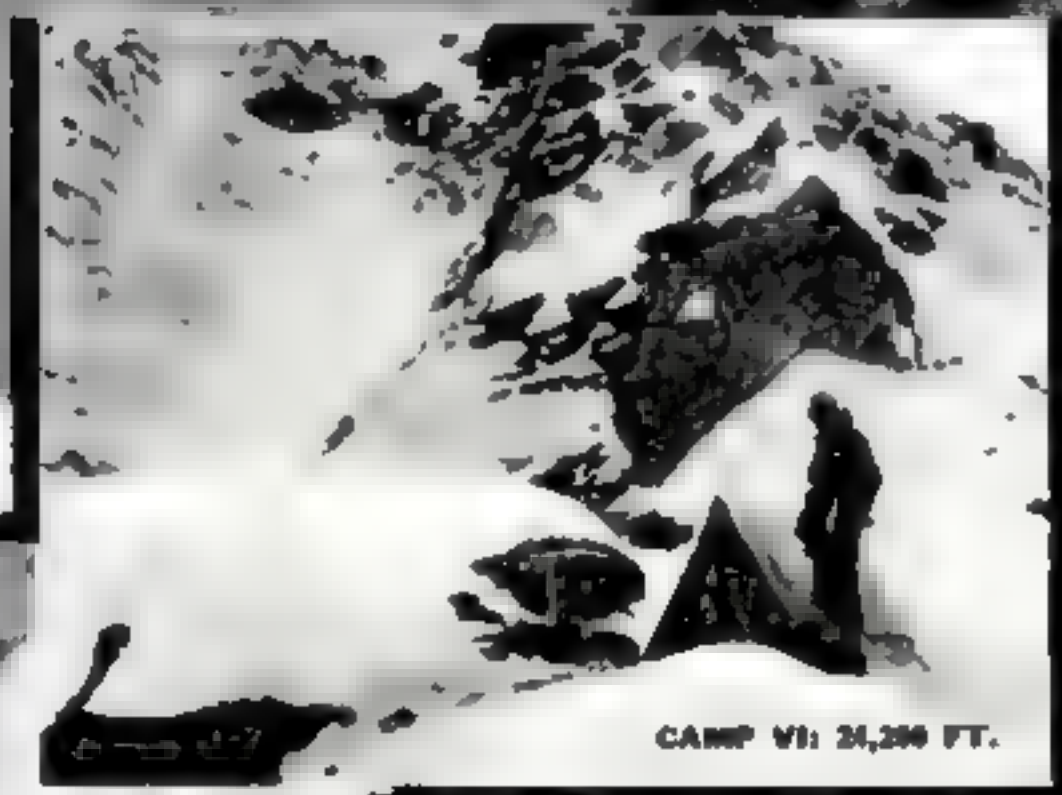


CAMP II: 20,500 FT.

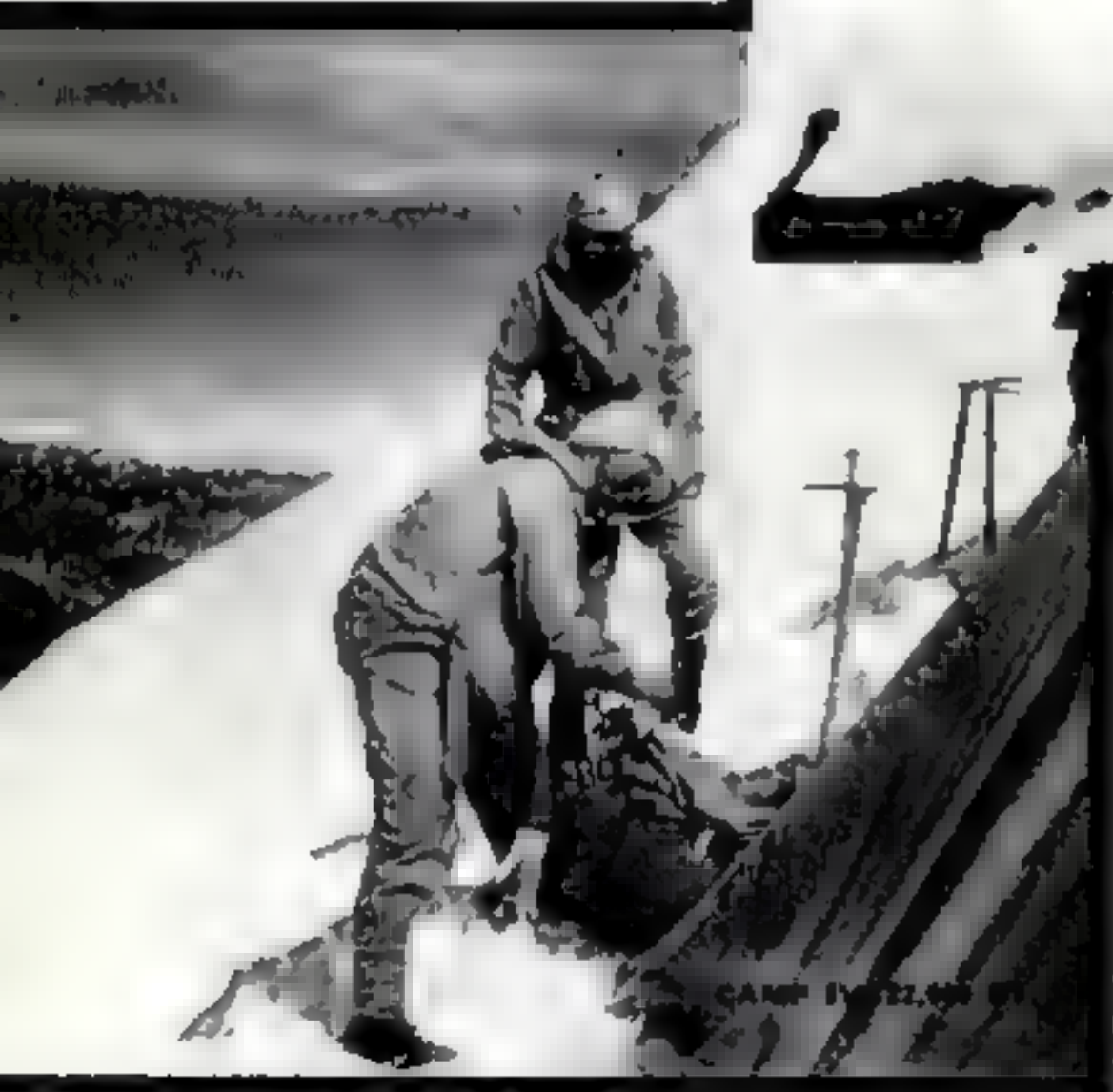


SUMMIT: 25,643 FT.

This is the summit, 25,643 ft., looking south over hundreds of lower mountain ranges. It is a flat platform where Tilman and Odell were able to bask in a sunny 20-degree climate. Nanda Devi is a puny peak compared to the mountains of the Mt. Everest region to the East. Though men have reached greater altitudes climbing those peaks, no one has reached a summit higher than Nanda Devi. Below, from 24,000 ft., you see an 8,000-ft. drop to the Rishi Gorge.



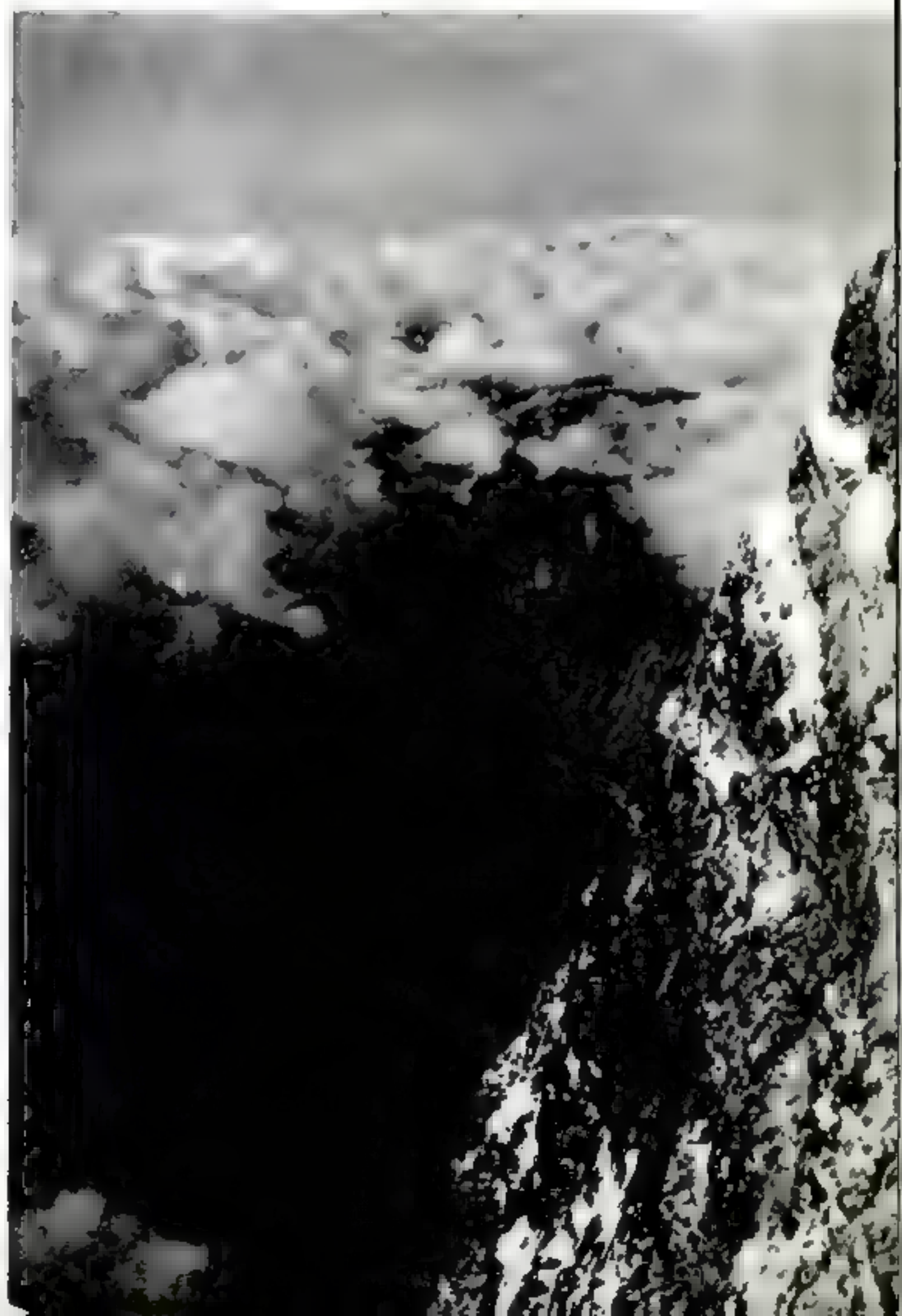
CAMP VII: 24,396 FT.

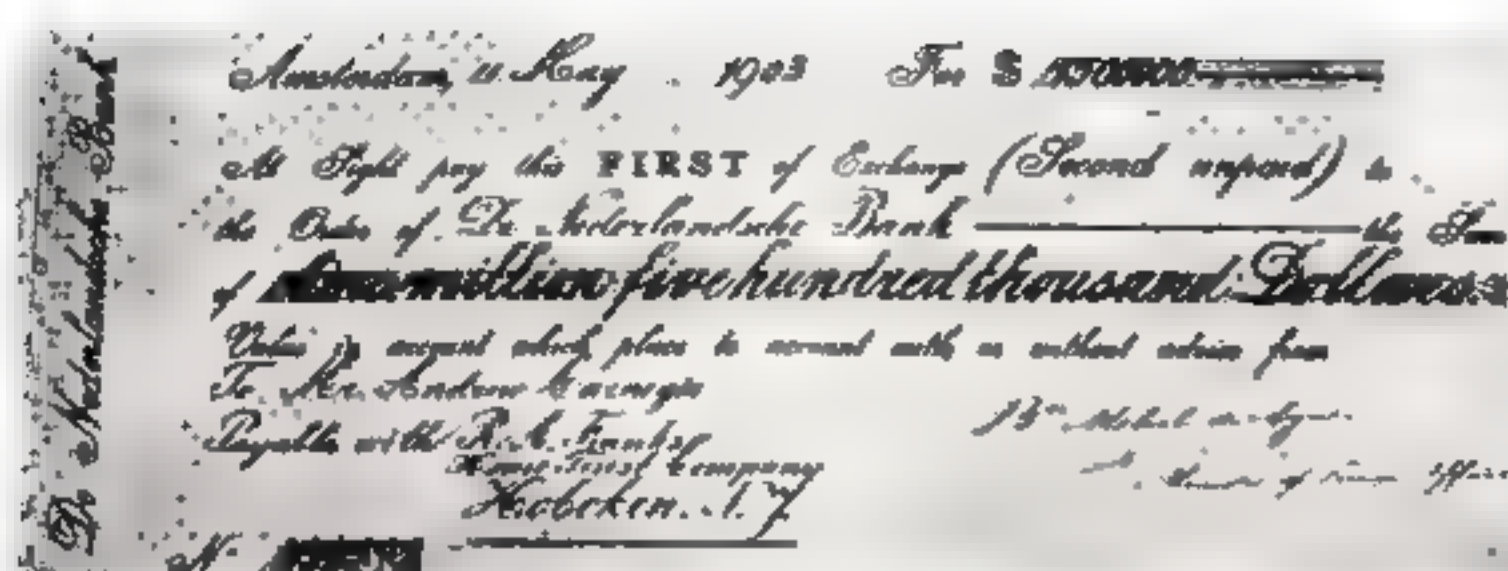


CAMP IV: 22,496 FT.



Lloyd kicking steps into a 55-degree ice wall at 21,000 ft. Above, Odell wearing a leather sun-and-wind mask rests on a steep slope at 23,000 ft.





THE DRAFT ON ANDREW CARNEGIE (ABOVE) BUILT THE PALACE BELOW



The Peace Palace at The Hague was paid for by Andrew Carnegie's \$1,500,000 draft (at top), finished in 1913 for the Court of Arbitration, is now also used by the Court of International Justice.

THE CAMERA OVERSEAS: THE HIGHEST.

One of the most powerful dreams of mankind is to find a supreme judge as lofty, well-informed and disinterested as God. In 1921, the nations of the world did their best to produce a court of this calibre—the Permanent Court of International Justice at The Hague, capital of the neutral Netherlands. On this page are the first pictures of a session of this august body, the highest court in the world, before whom only Governments may plead. They were hearing the quarrel between The Netherlands and Belgium as to whether either or both had the right to draw water from the River Meuse which flows through both. In May, the Court for the first time in its history went to the scene, to study the facts concerning the Meuse. On June 28, it gave the decision to The Netherlands.

The Court was created by the Treaty of Versailles but it grew out of the Permanent Court of Arbitration founded in 1899 by The Hague Conference. The nearest this Conference could come to the ancient dream of a "world court" was to get the nations to nominate a panel of able jurists, from which quarreling nations had the right to pick arbitrators they preferred. For it Andrew Carnegie built the Peace Palace (see left). This court still functions at The Hague. It also nominates candidates for the World Court which are then voted on by the Council and Assembly of the League of Nations. The Arbitration Court is merely a "negotiating" body, but the World Court is strictly a court, has power to "judge" without fear or favor. Its prestige has grown steadily greater and "the high honor of the World Court" means more and more, though nobody claims that it has yet changed the course of history.

The World Court has 15 justices. Elected for nine years, they live at The Hague, meet in the Peace Palace. Salary: \$18,000 a year. Decisions are by majority vote. Only one citizen of any nation may sit at a time. Quarreling nations may name delegate judges.

The judges are supposed to represent "the main forms of civilization and the principal legal systems of the world." Not represented are Soviet Russia, Nazi Germany (quit the Court in 1933) and the U. S. (which, however, has always had a citizen among the judges).

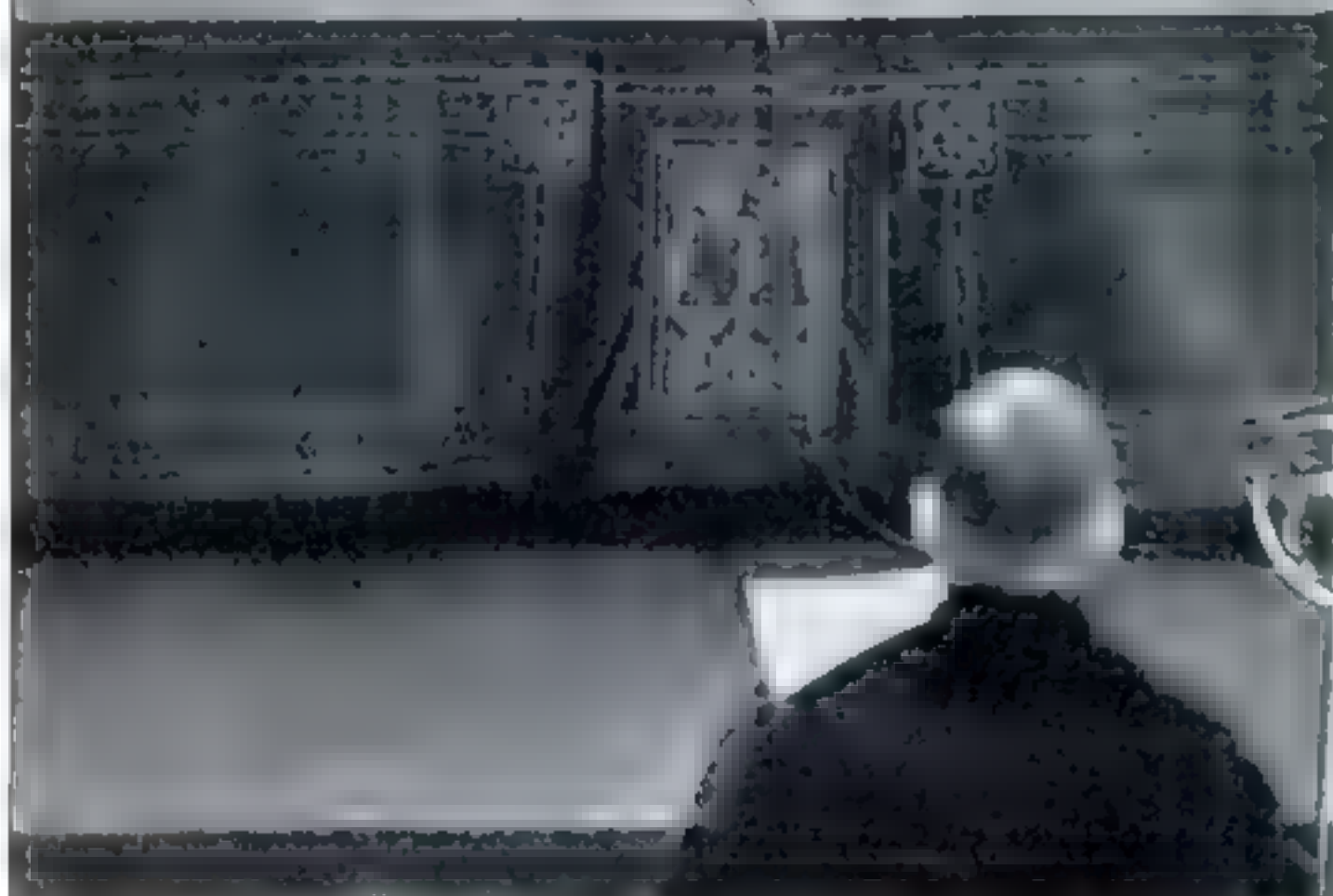


Nine honorable men are (left to right): Altamira (Spain), Fromageot (France), Vice President Hurst (Britain), President Guerrero (Salvador), Rostworowski (Poland), de Busta-

mente (Cuba), Anzilotti (Italy), van Eynuga (The Netherlands) and Cheng Tien Hsi (China). Off the ends of the picture are six more. In foreground, a Dutch jurist pleads

that Belgium has no right to divert water from the River Meuse into the Scheldt (thus floating to Antwerp business that would otherwise float on to Dutch Rotterdam).

... COURT ON EARTH SITS AT THE HAGUE



Briton, Salvadorean and Pole (Hurst, President Guerrero, Rostworowski) are listening to the Dutch advocate. Notice the three contrasting judicial expressions and the microphone before Guerrero, and Red by the Polish Rado. All Presidents serve three years.



Judges and wives foregather (above) at a dinner given by President Guerrero. Shown are the Chinese Justice Cheng and the wife of the new American justice, Manley O. Hudson, Harvard law professor and League of Nations expert, author of World Court treatises.



Italian and Dutchman (Anzilotti and van Eysinga) Anzilotti, a two-term judge, framed the League of Nations Statute of the Court. Notice that van Eysinga is an exception to the general practice of covering the water glass with cardboard coasters against flies.



Spaniard and Frenchman (Altamira and Fromageot). Altamira, a Madrid law professor, was also a member of the original Court in 1921. Fromageot, modest, much-traveled, enormously scholarly, always wears a silver whistle around his neck to call help in case of accident.



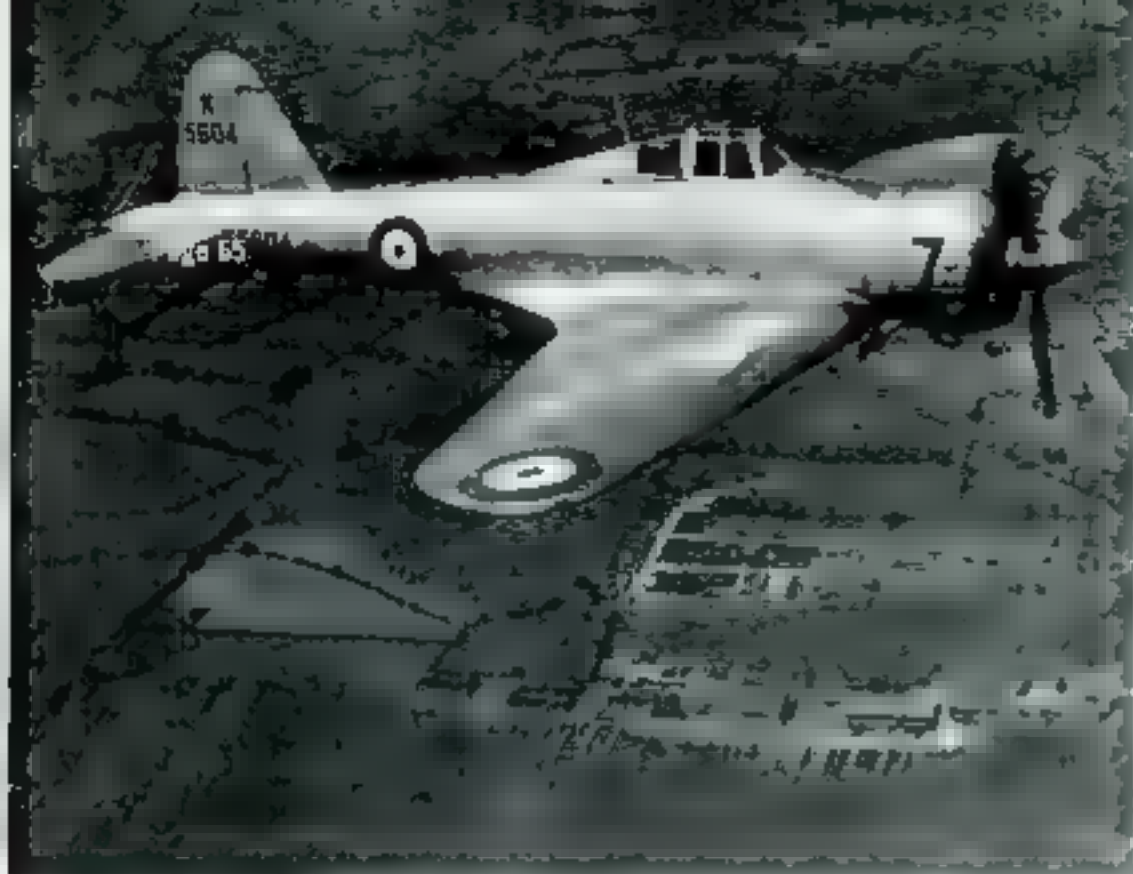
Pole and Cuban (Rostworowski and de Bustamante) are shown above and Briton Hurst and Salvadorean President Guerrero below. De Bustamante is author of the "Bustamante Code" of international law widely used in Latin America. Rostworowski is a Polish count.



THE CAMERA OVERSEAS: THE BRITISH SHOW THEIR AIR FLEET AFTER YEAR OF REARMAMENT

The British Royal Air Force on June 26 showed King and taxpayers the fighting planes it has produced in one year of frantic rearmament. Occasion was the annual R.A.F. Air Display at Hendon. Below are 105 of the 200 stunt planes. A fly past by 200 more ended the Display. Total British first line planes: 1,400. On the opposite page are the crack new planes of the R.A.F., several secrets





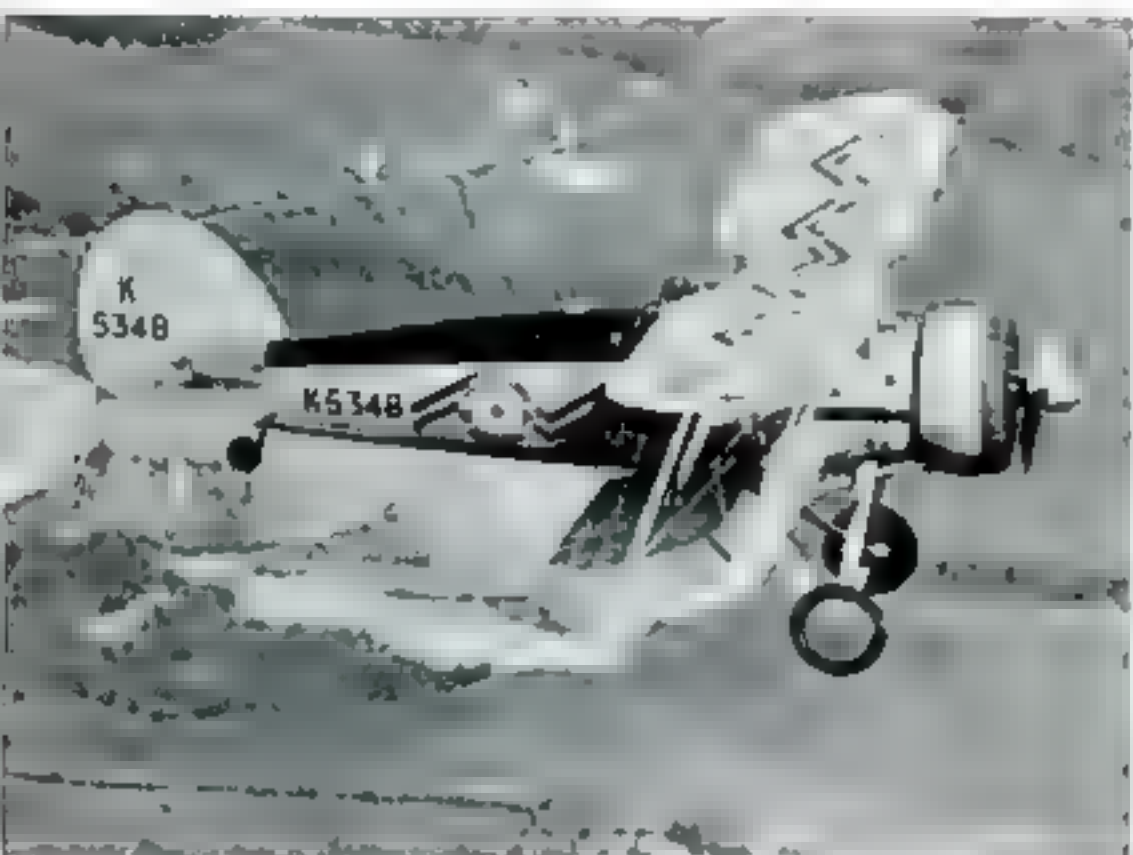
Gloster F. 5/34 single-seat fighter. A new type not yet in production, it was shown in the New Type Park at Hendon, June 28. Compare it to Gloster Gauntlet (*below*). Both are powered with Bristol Mercurys.



Hawker Hurricane single-seat fighter. It, too, is a monoplane unlike standard Hawkers (*right*). Engine Rolls-Royce Merlin. Monoplanes have more aerodynamic efficiency, less maneuverability.



Hawker Hector fighter. Latest of Hawker biplane series (Audax, Hart, Hind, Demon, Fury), it is very fast and manageable, has 800-h.p. Napier Dagger engine of new design.



Gloster Gauntlet fighter. In standard production with unusually thin wings, it has four guns on the wing bottoms and beside the fuselage, 445-h.p. Bristol Mercury VI S, making 230 m.p.h. at 15,000 feet.



Avro Anson fighter. Easily manufactured on a large scale, five squadrons flew at Hendon this year. Popular with pilots, it has guns in nose and dorsal turret, two Armstrong Sudeley Cheetah engines.



Vickers Supermarine Spitfire fighter. Based on racers, this is said to be the fastest and cleanest-lined fighting plane in the world, engined with a Rolls-Royce Merlin.



Bristol Blenheim bomber. This terrible masterpiece, called the world's fastest bomber, can make more than 300 m.p.h., has a ceiling of six miles, two Bristol Mercury VIII engines. It is now in full production.



Fairey Battle bomber. One of the best medium bombers before Blenheim, with the "Fairey Eversharp nose" and metal-skinned low wing. Its Rolls-Royce Merlin engine makes 257 m.p.h. at 15,000 ft.



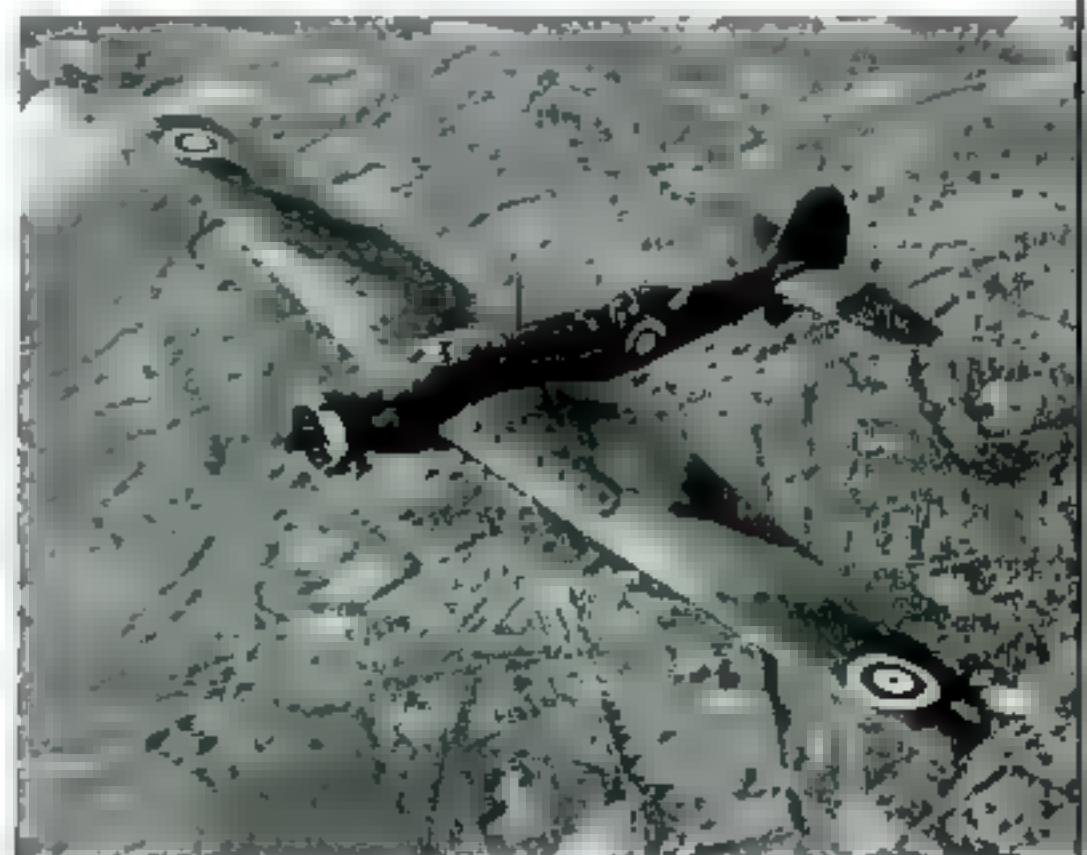
Blackburn dive bomber. Not yet in production, all-metal with folding wings, it was built for the Admiralty which usually prefers biplanes for long-distance bombing work.



Armstrong Whitworth Whitley heavy bomber. Now in rapid production, it weighs ten tons, does 192 m.p.h., has a 1,500-mile range and a third gun in the belly behind the wings. A squadron was at Hendon.



Handley-Page Harrow heavy bomber. New since last year, it has high wings (rare in monoplanes), tapered, slotted and flapped to carry a heavy load. Two Bristol Pegasus engines carry its 11 tons at 190 m.p.h.



Vickers Wellesley heavy bomber. This dreadnought could go 8,000 miles without bombs, 1,150 miles with load, has made 228 m.p.h. It has secret "geodetic" construction.

THE CAMERA OVERSEAS: KING GEORGE VI AND SCOTTISH QUEEN CLAIM THEIR SCOTTISH CAPITAL



This is Edinburgh, capital of Scotland, the beautiful city called by its natives "Auld Reekie" (Old Smoke). On July 5, it was paid a coronation year visit by George VI and his Scottish queen. They rode down handsome Princes Street (left of Princes Street Park at extreme left) while 21 guns boomed from Edinburgh Castle on the hill in foreground. For six days they lived in Holyroodhouse

(in left background). Between the two castles is "The Royal Mile," centre of the old town. The high first spire along it is Tolbooth Church, the crown-shaped second St. Giles' Cathedral beyond which is Parliament. The columned National Gallery (left background) is on "The Mound," a converted dump. The mountain is Arthur's Seat, an extinct volcano. This picture looks east.

THIRTEEN SCOTTISH AND THREE ENGLISH SOVEREIGNS WORE SCOTLAND'S CROWN



"The Honors of Scotland" is the name of the Scottish royal regalia shown above. The 600-year-old crown, much older than the English crown, was worn probably by Robert the

Bruce and by all the Scottish sovereigns up to James VI who became James I of England. Last used for a coronation by Britain's Charles II, it now lies in the Crown Room

of Edinburgh Castle (see opposite page). Scottish Nationalists still say that England got Scotland only by borrowing Scotland's kings, still aptate for Scottish autonomy.



Holyroodhouse (meaning Crucifix House) shown flying the standard of Scotland, began in 1128 as an abbey. The ruins of the original, sacked by the English, may still be

seen (left above). On July 5, the King and Queen moved into the towers at the right, held court for 200 Scottish debutantes in the Throne Room farther left on the far side.



Queen Mary's bed at Holyrood is pointed out by guides but historians deny the Queen of Scots used it. Her secretary Rizzio was murdered by her lords beyond door at left.



Glamis Castle (pronounced Gloms), 45 miles north of Edinburgh, is the home of Queen Elizabeth's father, the Earl of Strathmore. Called "the oldest inhabited house in

Britain," it is said to have been the scene of Macbeth's murder of King Duncan, still has a Duncan room. It has a legendary monster in a secret chamber, numerous ghosts.



Queen Elizabeth's bed at Glamis (above). She slept here through her childhood, surrounded by the grim traditions of Glamis, did not visit it on her trip to Scotland as Queen.

THE CAMERA OVERSEAS: THE QUEEN OF ENGLAND GREW UP IN SCOTLAND



On her second birthday in 1902, Lady Elizabeth Bowes-Lyon, now Queen Elizabeth, was photographed, not at Glamis (see p. 67) but at St. Paul's Waldenbury near London.



On her fifth birthday, Elizabeth posed again. Youngest of four daughters, two years older than her brother, she began to mother him, telling strangers, "David's rather shy."



Aged nine in 1909, Elizabeth was dressed for a minuet at Glamis in a long gown of rose-pink and silver. She and David had for dancing master a bearded Scot named Neal.



Her doll house stood 8-ft. high. The lawn furniture is crude compared to modern dollhouse furniture but her daughters, the Princesses Elizabeth and Margaret Rose, are pleased to play with it when they go to Glamis. (They also have a 15-ft. dollhouse of their own with all modern improvements.)



Aged 14, Elizabeth had exchanged a French governess for a German woman tutor. Her brother was at boarding school, Elizabeth was educated at home.



During the War, Elizabeth (left) posed with sister Rose, soon to marry William Leveson-Gower, now a retired Vice Admiral, heir to the Earl Granville.



Aged 26, Elizabeth was the wife of the shy Duke of York, next after his brother Edward David in the succession to the throne. Above, she posed at the christening in 1926 of her elder daughter Elizabeth, now heir to George VI.



A SORROWFUL picture, indeed. But every day a blowout changes the whole life of some family. Who knows when your turn may come? The only way of being certain of coming home safe and sound is to have your car equipped with Goodyear LifeGuard Tubes—the only positive protection against a blowout's deadly peril!

This revolutionary tube, as the diagram shows, retains enough air to support the car even when the tire is ripped wide open. It prevents

that terrible jerk that tears the wheel from your shaking hands and hurls the car towards the ditch. It keeps your car under perfect control, holds it on the road until you can slow down at any speed to a safe, sure, arrow-straight stop!

Thousands owe their lives today to this miracle tube that makes the worst blowout as harmless as a slow leak. Shouldn't you—and your family—have LifeGuard's proved security, too? You can't buy better protection to save your life!


GOODYEAR
LifeGuard Tubes

TAKE THE TERROR OUT
OF BLOWOUTS



This remarkable safety tube consists of a reserve two-ply inner tire inside the regulation tube, both inflated by the same valve. When the casing blows out only the outer tube lets go. The inner tire holds enough air to support the car without lurching until you can come to a safe stop.

FOR PASSENGER CARS
TRUCKS • BUSES

 "While rounding a curve at 60 my left rear tire blew out," writes Mr. W. G. Stephenson of New Orleans, "yet I was able to drive ahead for half a mile without swerving, to a safe stop... the LifeGuard Tube still held enough air to support the car... saving me from possible injury and without doubt a good sized repair bill..."

**"I WOULDN'T DRIVE ANOTHER
MILE WITHOUT LIFE GUARDS"**

*LIFEGUARD is a trade-mark of The Goodyear Tire & Rubber Company, Inc., and is protected by patents applied for

"I could go for you, Old Fellow—



... if you had a Barbasol Face"

Naturally, women prefer the man who has a "Barbasol Face." (Try Barbasol for just two weeks, and the wonderful good it does your skin will tell you why.)

For the "Barbasol Face" is a youthful face with the skin kept soft and firm and youthful looking by the after-shaving benefits of Barbasol.

With Barbasol there's no brush, no lather, no rub-in. It's quicker—it's handier—and it leaves your face

smooth, for Barbasol contains no harsh alkalis to dry your skin and hasten wrinkles.

Just ask your druggist for a tube of Barbasol today. Use it for two solid weeks, and you'll see how the years slip away from your face—it's a cinch you'll never go back to old-fashioned shaving methods.

Large size, 25¢; giant size, 50¢; family jar, 75¢. And for 15¢, 5 scalpel-sharp Barbasol Blades.



WALKATHON: A FORM OF SLOW TORTURE

After 600 hr., sprinters drop from exhaustion



BALTIMORE'S BENNY LEONARD SUPPORTS HIS SAGGING PARTNER

The Walkathon is a derivative of marathon dancing. About the only requirements are that contestants must keep their feet moving for 45 minutes in every hour, and the men must keep shaved. These pictures were taken after some 600 hours of a walkathon recently staged near Chester, Pa. By then the 6,000-odd connoisseurs of slow torture who patronized the event had begun to demand "sprints," which were stepped up nightly from five to 45 minutes. Survivors got prizes of \$200 to \$1,000.



THIS GIRL'S LEGS PROVE STRONGER THAN HER MALE PARTNER'S



BILLY CAIN DOES HIS BEST BY NEW YORK'S EDITH DOWNEY



... BUT HE FINALLY HAS TO LEAVE HER FLAT, GO ON "SOLO."



SO COOLING
WHEN YOU SAY
PABST—

When the sun beats down, Pabst is a satisfying all day companion. Here's a beer you can depend upon—a beer that has its refreshment, purity, and wholesomeness brewed into it by ninety-three years of experience.

At work—at mealtime—or at play—there's a heap of cooling comfort ready for you the moment you pour yourself a delicious drink of Pabst from the famous TapaCan or handy new style bottle.



HEAT WAVE
HITS ST. LOUIS



Each Lennox room with guest-controlled air conditioning... your favorite temperature at your finger tips. Each with private bath, radio, and other refinements.

RATES:

50% of all rooms,
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\$5.00 or less, double.

350 air-conditioned rooms. Two air-conditioned restaurants.

"Downtown At Your Doorstep"

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HOTEL MAYFAIR
Only One Block Over...
Same Management

U. S. PUPPETEERS PLAN A COMEBACK FOR THEIR ART

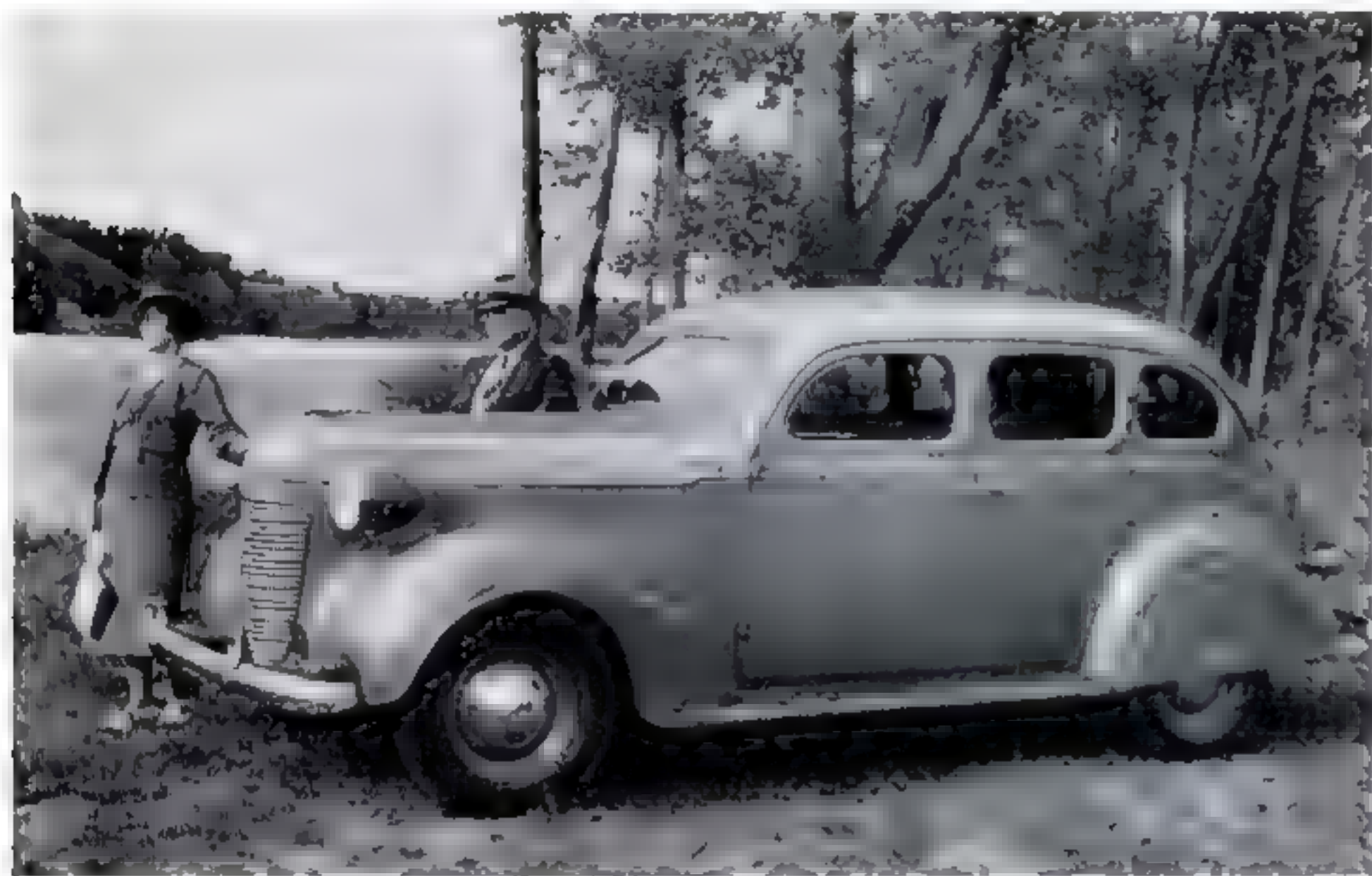


Puppetry is one of the oldest forms of drama known to man. Puppets with movable limbs pranced in Egypt, were popular in ancient Greece, China and India. Medieval Europe knew them in "morality" plays based on Biblical stories; and as late as the 18th Century they reached so high a form of art that the German poet Goethe deemed them worthy his attention. Now, after a long period of decline, puppetry is staging a comeback. Proof is the Puppetry Festival in Cincinnati, June 28-July 1, at which U. S. puppeteers gathered, said high things of their art, banded together in an official Puppeteers of America. During four days of unre-

strained puppetry they exhibited their hand, finger, rod and string dolls, enacted such puppet classics as *Joan of Arc*, *Julius Caesar*, *Snow White and the Dwarfs* and *Death of Tintagiles*. Rated as tops in their profession are young George and Glenn McElroy, who in their suburban Cincinnati workshop turn out figures that flap their upper lips, roll their eyes, raise their eyebrows, waggle their ears, wiggle their noses, stick out their tongues, stand their hair on end and develop red noses by means of a bulb inside. Above, Glenn McElroy manipulates his 19-in. King Kong, marionette that moves and menaces as convincingly as his movie prototype.

ALL OVER THE MAP WITH CHRYSLER!

★ ★ ★



Montana! Driving through the Rocky Mountains, Mr. and Mrs. Ralph Sarver average 18 miles per gallon with their Chrysler Royal Sedan. "To say we are glad we changed to Chrysler is putting it too mildly," says Mr. Sarver. "Our Royal is the finest automobile I have ever owned or driven!"



New York! John LaGatta, famous illustrator, gazes admiringly at the radiator design of the Chrysler Royal. He says, "The detail of the hood and radiator is beautifully handled. I'm amazed at the attention given every phase."



On the Air! Major Bowes and his amateurs entertain millions every Thursday evening. Tune in on this fascinating show on the stations of the Columbia Broadcasting System . . . 9 to 10 P. M., Eastern Daylight Saving Time.



California! Dude Chick, world's junior heavyweight wrestling champion, drives his Chrysler Royal to matches up and down the coast. He says driving his Royal relaxes his nerves . . . leaves him keen to do battle!



Canada! Colonel John Moodie was Canada's first motorist . . . owned the second car on the American continent in 1898. In 1924 he switched to Chryslers . . . has driven them ever since . . . says he prefers them for safety . . . style and comfort . . . advanced engineering.



Everywhere! Traffic signals beckon . . . and fleet Chryslers flash ahead of the pack. Stop-lights gleam . . . and Chryslers respond to powerful hydraulic brakes, pioneered by Chrysler, time-tested and proved.

YOU don't see many of the old familiar roadside tire-changing scenes today, but you do occasionally see what's left of a car after a tire has "let go" at speed.

It's rather frightening, and there's only one answer. Most modern tires are good, but you need more than an average tire today! You need a tire designed and made for today's conditions—you need the touch of master craftsmen to weld strength and stamina and safety into rubber and fabric and cord.

You need a tire like Pennsylvania—the tire that has brought honor to its makers, and supreme satisfaction to its users.

PENNSYLVANIA
RUBBER COMPANY OF AMERICA, INC.
General Offices and Factory: Jeannette, Penna.
"Fine Craftsmanship in Rubber"



SEND FOR THIS USEFUL ASH TRAY

Send 34c in stamps and receive, Post-paid, an attractive white rubber tire Ash Tray. A perfect miniature automobile tire reproduced to exact scale. Size 5 1/4 in. over-all diameter. Attractive ultra-marine glass center. Address:



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Private Lives



Margaret Sullivan has given birth to the baby whose impending arrival caused her mother's successful play *Stage Door* to close on March 13 in its 22nd week. The baby is a girl named Brooke, its announced weight was 6 lb. 5 oz. A Broadway columnist states that it weighed 6 lb., 7 oz., that its theatrical-agent father Leland Hayward deducted 10%.



Governor Harold G. Hoffman of New Jersey and his family had a very narrow escape on July 4 when a 52-ft. cruiser with them on board exploded off the Jersey coast. Five minutes later a motorboat came alongside and transferred them to Coast Guard craft that were speeding up. The Governor's boat burned completely, was rolled over and sunk.



Isabelle Hallin, 25-year-old high-school teacher of Saugus, Mass., got a lot of publicity when the Saugus school board asked her to resign, presumably because she was suspected of giving cocktails to the school-play cast and of wearing form-fitting clothes. Miss Hallin denied the former but not the latter. "Aren't they nice?" she asked reporters.



Marta Recafort, beautiful daughter of a wealthy Cuban dentist, married the Count of Covadonga, eldest son of Alfonso XIII of Spain, in Havana after a protracted courtship in Manhattan night clubs. She is the second Cuban commoner whom the Count has married. "I feel that I'm living a lovely fairy story," she said before the ceremony.



Isaac Newton Phelps Stokes tried to recover \$4,200 on his 1929 income tax as representing a three-year loss for work on his six-volume history, *The Iconography of Manhattan Island*. A Federal judge ruled that in 1929 Mr. Stokes, having already obtained a \$204,000 tax exemption on the work, said it was finished. He has since asked for \$36,000.



Helen Minbauer of Brooklyn, N. Y. is only 8 years old but on a sunny day she has 1,935 freckles. This extraordinary record came to light at an Atlantic City Children's Week freckle contest where a "freckle-scope" clearly showed that Helen was the most freckled of the 28 contestants. The runner-up, a Washington boy, aged 11, had 1,935 freckles.

(continued on p. 76)



A THRILLING INNOVATION IN SKIN CARE!

Sunclyme
FROM
SUN-RIPENED
TROPICAL
FRUITS

Now a new kind of skin care—Sunclyme—liquid emollients made from fresh, sun-ripened tropical fruits, rich in natural oils, vitamins, minerals and live organic elements!

Sunclyme preparations provide the stimulating freshness of the lime and lemon, the lush richness of the avocado, the wine-like exhilaration of the papaya... natural aids to help skins function naturally and maintain a soft, youthful texture.

They penetrate the pores gently but deeply—rid them of waste and provide ingredients known to be vital reconstructive elements of the skin cells. They keep as fresh and sweet as the luxurious tropical fruits from which they are made.

4 Delightful Steps to Beauty

Use Sunclyme preparations as follows:—Lime and Lemon (cleansing emollient) to cleanse, Persian Lane Foundation Emollient to protect, and to make a perfect make-up, Avocado Night Emollient to lubricate, and Papaya Skin Tone to tone and refine. The first two, \$1.00 each; last two, \$1.50 each at leading stores. Write for brochure of complete information.

SEND TODAY FOR INTRODUCTORY SET of 4 Sunclyme Liquids for complete skin care!

\$1.25 Retail value for only 50c



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Enclose 50c for introductory set of 4 Sunclyme Liquid Emollients for complete skin care.

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Address _____
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My favorite department store is _____
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Because of the real Root Juices
HIRES HAS A FINER FLAVOR
than imitation root beers

5¢
2 GLASS SIZE
10¢
FAMILY SIZE

Hires
ROOT BEER
WITH REAL ROOT JUICES
THE CHARLES E. HIRES COMPANY
PHILADELPHIA, PA.

UNTIL you've tasted Hires, you are no judge of *real* root beer, for Hires contains real Root Juices. Unlike ordinary root beers, it is *not* made with artificial oil flavoring. Hires is the original recipe and has never been matched in flavor, as any taste test proves . . . Hires is sold at grocery stores, restaurants and refreshment stands. You'll enjoy its natural, wholesome flavor.

THE **R-J** ON
THE LABEL IS FOR
YOUR PROTECTION
—A GUARANTEE OF
REAL
Root Juices
IN HIRES ROOT BEER

It tastes so good - It's good for you

INSIDE STORY:

How Leading Citizens Get Relief



Carrier PORTABLE SUMMER Air Conditioner



"IT'S A SMALL INVESTMENT" says J. L. B. "but it's going to pay for itself over and over in personal efficiency dividends."

GET AWAY FROM IT ALL by staying home and turning on the Carrier Room Cooler. It uses only a small space near the window and is styled to harmonize with your decorative scheme.



"USED TO PACE THE FLOOR on hot nights," says T. L. B. "Couldn't get a breath of air." Now, all T. L. B. says after retiring is "Z-z-z-z-z."

S-S-S-SH! The Carrier Room Cooler is quiet—all moving parts spring mounted and insulated against sound. Shuts out street noises, too.

HUNDREDS of America's citizens have installed Carrier Room Coolers—in their living rooms, bedrooms, offices, single rooms everywhere. Now, when the temperature climbs, they have only to flip a switch to be comfortable. These units cool, dehumidify, gently-circulate clean air, reduce dust and outside noises. No alterations: just plug it in, like a radio! The name *Carrier* assures performance: this unit embodies the ingenuity of Willis H. Carrier, the inventor of air conditioning, plus the Carrier organization's 35 years' experience solely in air conditioning. Phone your Carrier dealer today.

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650 Frelinghuysen Avenue, Newark, N. J.
Please send me complete information on the Carrier Portable Summer Air Conditioner, without obligating me in any way.

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Address _____

City _____

State _____

Private Lives (continued)



René Belbenoit, former French journalist, has five times escaped from Devil's Island whether he was first sent for stealing a countess' necklace. He has just come to New York where he announced his arrival at the North American Newspaper Alliance offices. Once, when a fellow-fugitive died, "We ate our companion—his left leg and his liver."



Enzo Fiermonte, prizefighter-husband of Mrs. Madeline Force Astor Dick, was sentenced to five days in jail for speeding on Long Island in 1934. The Italian's excuse for ignoring the summons for three years was that he had dates in Europe and California. At Rikers Island, John Jacob Astor's stepfather slept in a dormitory with 100 other prisoners.



Mrs. Jean Harlow, pretty mother of the late Jean Harlow in whose home she lived and whom she adored, has lost nearly twenty pounds since her daughter's untimely death. Daily she goes to the \$25,000 room in the mausoleum where her daughter's body lies, remains there alone for hours. "I feel that going there helps me to be near Jean," she says.



Constance Bennett, the movie actress, is suing Writers Ben Hecht and Charlie MacArthur for \$92,500 for failing to deliver a promised motion-picture script June 1, 1936. Miss Bennett says she advanced them \$2,500 of a \$30,000 payment she was to make. She says waiting for the scenario cost her \$90,000 she would otherwise have made in that time.



Mr. and Mrs. Frank Wallace are none other than Mae West and her husband, a vaudeville song-and-dance man whose real name is Frank Slatkus. Because his wife, reputedly worth \$3,000,000, is a resident of California under whose law a husband is entitled to 50% of his wife's property, Wallace on Nov. 7, 1936, filed an affidavit stating that on April

11, 1911 he had married Miss West in Milwaukee. Until the other day the latter hotly denied charges that she was married, said the whole thing was just a publicity stunt. But in a Los Angeles court she finally confessed it was true. Mrs. Wallace declares she was a wife in name only. "I'm still a spinster," she maintains. Above, the Wallaces in 1911.

"IT HAS BROUGHT US AN INSPIRING ADVENTURE IN MUSIC—AND IN LIVING"



LEEDS MITCHELL,
2340 N. Lakeview Ave-
nue, Chicago. No or-
ganist and, in his own
words, "not much of a
pianist," Mr. Mitchell
purchased his Hammond
Organ in November,
1935. "It has brought
me," he says, "a richer
musical experience than
I had thought possible."



A concert organ at the price of a fine piano

"**N**OTHING we have ever owned has given us so much pleasure," writes Leeds Mitchell. "Our Hammond Organ has brought us a really inspiring adventure in music—and in living, too."

Like many others, Mr. Mitchell has found in the Hammond Organ a fascinating musical experience. To those who play the piano even a little, it offers wholly new opportunities for self-expression—rich new fields to explore.

Strings, wood winds, reeds, diapasons—what new loveliness the voices of the organ give to familiar melodies! And today, the full beauty of these organ tones can be yours, in your own home!

Occupying only a four-foot square, costing no

more than a fine piano, the Hammond provides the exquisite musical range of the concert organ. This remarkable instrument has captivated the world of music, roused the enthusiasm of great artists and composers.

You are invited to give yourself a musical adventure! To hear the Hammond demonstrated, to learn how easily it can be played by anyone with knowledge of the piano, visit one of our dealers. Each one is the leading musical merchant of his community. See your classified directory—or write to The Hammond Organ, 2961 N. Western Avenue, Chicago. In Canada, address Northern Electric Co., Ltd., Montreal.



FITS IN A FOUR-FOOT SQUARE. Embodying a wholly new principle of organ design, the Hammond originates exquisite organ tones by electrical impulses instead of by pipes or reeds. Easily carried by two men, the Hammond Organ fits into any living room. It is ready to play when connected to an ordinary electric outlet. Maintenance cost is negligible, the Hammond positively cannot get out of tune.



Over 1000 churches use the Hammond Organ...it is an appropriate donation for your church

THE HAMMOND ORGAN

\$1250 and up f.o.b. Chicago
—slightly higher for large installations

THE HAMMOND IS THE LARGEST-SELLING ORGAN IN THE WORLD

Here's that danger curve!

Where tartar forms thickest, threatening your gums and teeth, old-style brushes are too big to clean. Tek, professionally shaped, cleans **INSIDE** as easily as outside. Pure, springy bristles. Tek Jr. for the children

Tek
TOOTH BRUSH

Johnson & Johnson

TELEDIAL NOW YOURS FOR ONLY \$**54⁹⁵**

SEE YOUR
Grumow
DEALER

ZIP! *Your Station
Tuned to a Pin Point!*

EUROPE GUARANTEED!

NOW . . . AUTOMATIC TUNING FOR EVERYONE!

● 'Imagine' . . . Famous GRUNOW "TELEDIAL," finest in automatic tuning, now yours for only \$54.95! . . . It's true! . . . GRUNOW for 1938 actually halves the price of TELEDIAL! And here it is, in a big beautiful matched walnut Console, with American, foreign, police, amateur, aviation reception! Never has

TELEDIAL been so low in price. By all means, see this amazing new GRUNOW at leading radio and department stores. ● TELEDIAL automatic tuning is also available in Table Models for as little as \$36.95. Other GRUNOW Radios \$24.95 up. (Prices slightly higher West and South.) (GRUNOW short wave antennas \$5 additional)

GENERAL HOUSEHOLD UTILITIES COMPANY, Chicago, Ill. . . Marion, Ind.

LIFE'S PICTURES



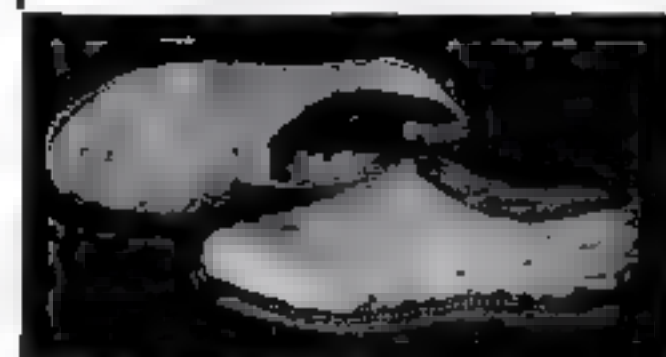
Noted especially for his photo-studies of Southern life, J. Edward Rice (*above*) took the pictures of the Scottsboro Boys on pages 30 and 31. Equipped with a plate camera, Rice worked his way through the University of Alabama, graduating in 1932. His work in photography was so successful that he spent the following three years in Florida making newspaper and publicity pictures for such fashionable resorts as the Roney-Plaza at Miami Beach. On the staff of the *Miami Tribune*, he covered the tragic Labor Day hurricane in 1935 from the air. A few days later, he took the only photograph of the burning funeral pyre on Matecumbe Key when 100 veterans, killed when the hurricane hit the Keys, were saturated with gasoline, touched off with a match.

The following list, page by page, shows the source from which each picture in this issue was gathered. Where a single page is indebted to several sources credit is recorded picture by picture (left to right, top to bottom), and line by line (lines separated by dashes), unless otherwise specified.

- 12—CLAY—*courtesy* THE MUSEUM OF
MODERN ART (1)—CHARLES A WRIGHT
13—W M VANDERBILT
15—W M VANDERBILT *bol* W M M SIMMONS
21—K P. OKENBY
23—W W—W W, ACME—A P
24—ACME A P W W *li* W W, *rd* ACME
25—MARSHALL MCKEY-WHITE
26—PHOTO from PAN AMERICAN AIRWAYS
MAP by CHARLES TUDOR
27—A P, W W—A P INT—A P
28—LOW ANGLES TIMES PHOTO by GEORGE
KIRKIN
28—THOS D. MCAYOY (3)—CARL M. MYDANS
bol (4)
29—THOS D. MCAYOY *err cen* CARL M.
MYDANS—CARL M. MYDANS—THOS.
D. MCAYOY CARL M. MYDANS
30, 31—J EDWARD RICE
32—WARNER BROS. *exc* L. LONGWORTH from
WARNER BROS.
33, 34—WARNER BROS.
35—WARNER BROS. *err cen* *li* & *bol*.
J JIMMY HILLO from WARNER BROS.
36—GORD from B. B.
37—KEE HARDY JR
38—*Cen* *li* INT
39—THOS D. MCAYOY, CULVEN—*bol* *rd*.
GORD from B. B.
40, 41, 42, 43, 44, 45—WATSON from B. B.
46—KEE HARDY JR, M. ROBERT YAGERS
47—FERNAND BOURGUES
48—*And* FERNAND BOURGUES
49—FERNAND BOURGUES
51—A P.
52—F I F I A P.
53—MILTON PROTOR
54, 60, 61—FROM *The Ascent of Nanda Devi*
by H W TILMAN, *courtesy* THE MAC-
MILLAN CO.
62—*rd*, *rd*
63—P I.
64—P I.
65—CHARLES E BROWN from EUB A P—
P I., CHARLES E BROWN from EUB (2)—
CHARLES E BROWN from EUB.
66—A P BUCKMAN from P I.
67—F I. F I INT
68—F I. INT U & U—F I.
70, 71—FRED P KELL
72—FRED TOY
74—VANDAM STUDIO, W W.—W. W.—INT,
ACME
76—1937 N. A. N. A. NEW YORK TIMES
WIDE WORLD. W W—INT, ACME—INT.
78—J EDWARD RICE
82, 83, 84—KNOPF-PIX
89—ARTHUR GIFFIN

ABBREVIATIONS: BOT BOTTOM (U), COPT-
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RT RIGHT & TOP & P ASSOCIATED PRESS.
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**Excerpt from
a letter to LIFE**

"I am very critical of magazines and so far it seems LIFE comes closer to being what my conception of a real medium should be than almost anything else I have ever run across."

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GREEN RIVER



Trade Mark Reg. U. S. Pat. Off.

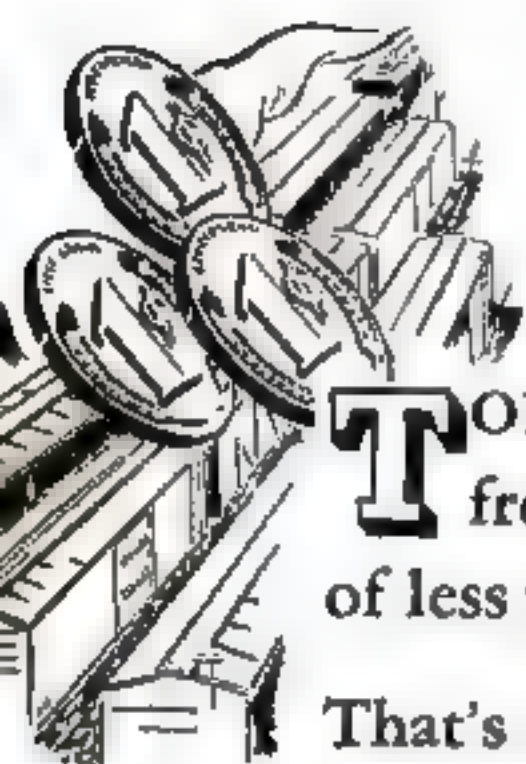
BLENDED WHISKEY—THE WHISKEY WITHOUT REGRETS

Proof the straight whiskeys in this product are 1 year or more old. 25% straight whiskey, 75% grain neutral spirits, 15% straight whiskey 1 year old, 10% straight whiskey, 8 years old.

OLD TYME DISTILLERS, INC., New York, N. Y.

Distilleries located at Maryland, Kentucky and New Jersey

Getting down to



TODAY the railroads haul a ton of freight a mile for an average revenue of less than a cent.

That's 23½ per cent *less* than they got for hauling a ton a mile fifteen years ago, when the downward trend in average revenue started.

It's a *billion dollars less* than it would have been in 1936 if the revenue per ton-mile had stayed the same as it was fifteen years ago.

NOW some of this difference is due to changes in the type of shipments—but the vast bulk of that billion dollars represents *lower freight rates*—savings for the shipper and the consumer.

With average revenue shrinking, railroads have had to face mounting expenses. Hourly earnings of railroad workers have climbed to the highest point in history. Prices of necessary materials and supplies, like a lot of other things, have gone up.

Yet look how the railroads have been pushing ahead—figuring ways to give better service on lessened income:

They speeded up freight schedules; put billions into new and better cars and locomotives, heavier rails and improved roadbeds. Today freight moves fifty per cent faster than it did just a few years ago.

They perform a daily miracle keeping tab on two million freight cars—so that you may have cars *where* you want them when you *need* them.

Working hand-in-hand with shippers, they cut freight loss and damage *more than eighty per cent* — developed better ways to pack, load and handle goods.

You know what they've done in passenger service, too — faster trains, even greater safety, more comfort and cleanliness, air-conditioning and all the rest. *And yet passengers today pay an average of 42 per cent less per mile than they did in 1921.*

It's a great record—you couldn't ask for a better picture of how the railroads are handling a tough job. On that record, the railroads have *earned* the right to ask for equality in regulation and treatment, for a chance to meet competition on a basis fair to all.

**SAFETY FIRST—
friendliness too!**

VACATION THIS SUMMER BY TRAIN

Fares are low—Safety, Speed and Comfort greater than ever before!

No other transportation in the world can match the American railroads for speed with safety. And every modern convenience contributes to your comfort when you go by rail. Practically all through trains are air-conditioned—cleaner, quieter, healthier. You have modern lighting, excellent food, restful seats, comfortable beds, plenty of room to move around, and you get there on schedule. Yet with all these improvements, fares have been steadily lowered both in coaches and in Pullmans.



ASSOCIATION OF
AMERICAN RAILROADS

PENNIES!



DO YOU KNOW

- that one hundred thousand men have been added to railroad payroll in the past year — with average earnings per hour of railroad employee at their all time peak?
- that 47 cents out of every dollar the railroads receive is today paid to employees — more than five million dollars a day?
- that the other 57 cents must cover all other costs of providing, maintaining, operating and improving our railroads, and taxes?
- that the railroads pay about a million dollars in taxes every twenty-four hours — taxes that send 1,600,000 children to school, and contribute substantial support to public institutions, highway construction and general government expense?
- that the railroads bought more than a billion dollars worth of supplies and materials last year — and that their yearly 'robbing just' makes them one of the largest customers the people of this country have?
- that this yearly "shopping list" includes over 70,000 kinds of materials and goods, purchased in practically every manufacturing city and agricultural county throughout the land — and makes jobs for workers in every basic industry?

Life Goes to a Party



Impatiently waiting for Hal Kemp's band are Marie Yakubowski, 19, of Royersford, and Paul Hartman, 27, who runs a filling station at Phoenixville. They are "going steady"

with Hal Kemp's "Name Band" at Pottstown, Pa. where 2,500 admirers listen rather than dance

Saturday nights at Sunnybrook Park Ballroom near Pottstown, Pa., 2,500 or 3,000 boys and girls come from 40 miles around and gladly pay \$1 (plus 14¢ tax) to listen to the music of "Big Name" bands like Guy Lombardo's and Benny Goodman's and Hal Kemp's. Such is the fascination of these famous radio orchestras that most of the youngsters have created a new custom: instead of dancing they cluster around the musicians and listen for hours in rapt adoration. The particular Saturday night shown herewith found Hal Kemp and his band at Sunnybrook Park—a typical stop on the itinerary of a crack band which in this case had played in Manhattan Beach earlier in the day and was due in Columbus, Ohio Sunday night. A good band gets at least \$1,000 a night, builds up invaluable good will which increases its radio prestige and helps sell its records. Below you see part of the musical talent which attracts youngsters all over the U. S.: Hal Kemp's top-notch saxophonists in full cry.



Hal Kemp himself, natty in gabardine and known to Pottstown audiences because of his Chesterfield Hour broadcast and previous visits, enralls them with the saxophone.





Dancing to the discreet swing music of Hal Kemp's band, Marie Yakuboski and her boyfriend Paul Hartman get a kick out of following a famous orchestra they have often heard on the radio. Paul brought Marie eight miles to Pettstown for this night of their work.

Listening to the music of Hal Kemp's band is a great deal more popular than dancing. The right faces below—note Marie Yakuboski's at left—clearly show the kind of frenzy which is accorded Name Bands like Kemp's and Lombard's and Goodman's all over the U. S.



Best summer drink:
WATER

Next best:
VERMOUTH
—IN THESE INTERNATIONAL DRINKS



M. & R. Italy vermouth, seltzer and ice—highball proportions.



M. & R. Italy vermouth, chilled or with ice.



2 jiggers M. & R. Dry vermouth, 1 Creme de Cassis, ice, seltzer to taste.

**COOL, MILD, LIGHT DRINKS—THERE-
FORE IDEAL LUNCHEON DRINKS—
WON'T UPSET YOUR AFTERNOON
MARTINI & ROSSI**



Alco. by
vol. 15.95%

Alco. by
vol. 18%

SOLE AGENTS FOR U. S. A., **W. A. TAYLOR & CO., NEW YORK**

Life's Party (continued)



SWIMMERS at the Sunnybrook Park pool which adjoins the ballroom are (left to right) Marie Yakuboski, Pauline Boice, and Fern Oilerweller. All three of them will be in the ballroom that evening listening adoringly to Hal Kemp and his orchestra.



After friendly horseplay like this, photogenic Marie Yakuboski (with fluffy hair) thumbed a ride to her modest home in Royersford eight miles away from Pottstown in order to change her dress, was driven back to the dance by her boy friend.

"One day JACK HAD A Catfit!..



He ranted around about my being the ruin-
ation of our new car—if I didn't stop buying
every new bargain oil that came along.

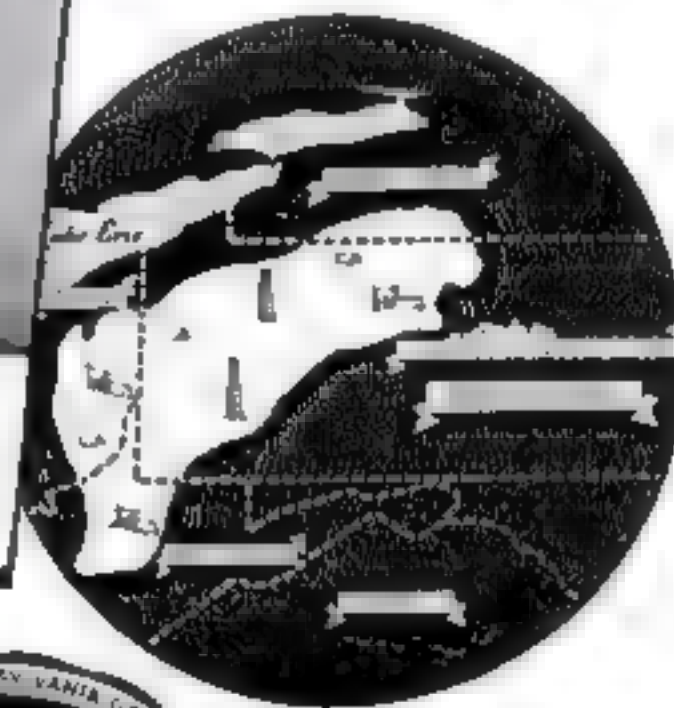


I completely missed the point
and asked if oils weren't all
alike. 'Whew!' he bellowed,
'Not by ninety miles!'

When Jack finally calmed down,
he trotted out the atlas and
gave me a lecture on Penn-
sylvania Oils with the emblem.

Imagine it! Jack made me un-
derstand that little Emblem on
oil is as important as the ster-
ling mark on silver!"

The light area on map below is the only
place in the world where Pennsylvania
Grade Crude Oil is obtained. Motor
oils refined from this crude are noted
for their excellent lubrication, for
their ability to let your motor start
readily, to flow freely at all temper-
atures, to last longer over more miles
and more hours of motor use.



NO NEED for husbands to get all in a dither when it's so easy to explain
why Pennsylvania Motor Oils with the emblem are better!

It's really a simple *Nature* story from start to finish. Here—in just one spot
on earth—Nature chose to produce her finest crude oil. Naturally the best raw
material makes the best finished product. So, to protect motorists who want
this better lubrication, and to protect the quality standing of our oils, we banded
together; formed the Pennsylvania Grade Crude Oil Association and created
an official emblem to make it easy for you to identify these better oils.

Our Emblem, appearing only on *our* oils, guarantees you that they are
refined entirely from this crude... 100% Pure Pennsylvania.

Many brands of oil are sold under our Association's emblem. You can rely
on any one of them to give you full lubrication value for your money.

PENNSYLVANIA GRADE CRUDE OIL ASSOCIATION - OIL CITY, PENNSYLVANIA
Copyright 1937 Pennsylvania Grade Crude Oil Association



The symbol at left is the em-
blem of the Pennsylvania
Grade Crude Oil Association.
It is not a brand. It is a guar-
antee of source and quality.
We permit its use only on oils
which are certified under bond
to be 100% Pure Pennsylvania
and up to Association stand-
ards in every respect.

FREE

An illustrated booklet that answers
your questions about Pennsylvania Oil
and car lubrication. Send for your copy.
Please use the coupon.

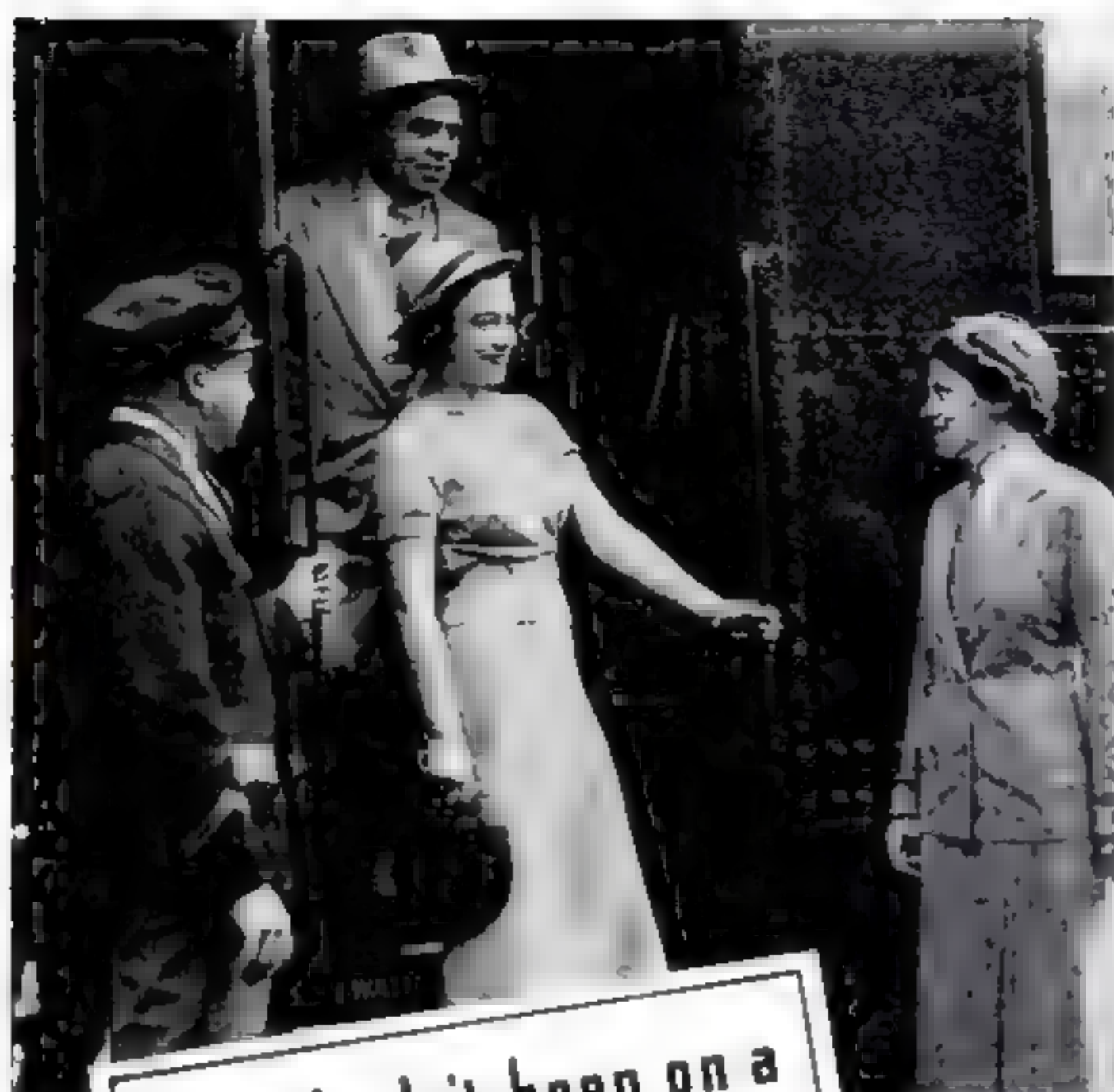
PENNSYLVANIA GRADE CRUDE OIL ASSOCIATION
OIL CITY, PENNSYLVANIA

Please send me free and postpaid, your new book

NAME _____
ADDRESS _____
CITY _____ STATE _____



Better Oils FROM THE GROUND UP!



They hadn't been on a
train for **10** years

... THEN THEY RODE



The Challenger

ALL-COACH-CHALLENGER SLEEPING CAR
TRAIN BETWEEN CHICAGO-CALIFORNIA

THIS IS WHAT THEY SAID

"Frankly, we were skeptical and hadn't the slightest idea what, if any, improvements had been made in train travel."

AND THIS IS WHAT THEY DISCOVERED

Deep-cushioned, roomy coach seats—soft, blue night lights—free pillows—porter service—Registered Nurse Stewardess—special coaches for women and children—Challenger Sleeping Cars (modernized de luxe Pullman Tourist Cars designed for Challenger service)—low cost meals... breakfast 25¢, luncheon 30¢, dinner 35¢.

Travel the Challenger way to CALIFORNIA

Low Summer Fares and Challenger economies make it possible to visit this colorful, romantic vacation land at surprisingly low cost.

SEE BOULDER DAM and LAKE MEAD
as a convenient stop-over en route to or from the coast. All expense tour from Las Vegas, Nevada, costs as little as \$4.65.

W. S. BASINGER
Passenger Traffic Manager
Room 540, Union Pacific Railroad
Omaha, Nebraska

THE PROGRESSIVE

UNION PACIFIC RAILROAD

Life's Party (continued)



Autograph hunting is a routine pastime at Saturday night Sunnyside Park Ballroom dances. Name Band leaders like Hal Kemp graciously accede to demands which keep coming in all evening from their small-town hero-worshippers.



Wearied after their work, Kemp's men pile into their chartered bus for Paoli, Pa., to catch the 2:30 a.m. train to Columbus where another night's stand awaits them. The idolized Kemp is being driven to the Paoli station by Sunnyside friends.



These Kemp camp followers have happily trailed the orchestra leader and his musicians 17 miles from Potlatch to the Paoli station. Faithful to the end, they longingly look at the train which has just pulled out en route to Columbus, Ohio.

COOL OFF WITH CANADA DRY

**"IT'S
GINGERVATING"**

There's nothing like an ice-cold bottle of Canada Dry to refresh and revive you on a hot day. It's not only delicious, it's a drink with a reason.



Invigorating after sports



Time with meals, especially for children



Remember Canada Dry next time you are tired from shopping



Great for a mid-morning freshener

IT PICKS YOU UP

SUPPLIES QUICK ENERGY

AIDS DIGESTION

SOOTHES AND REFRESHES INWARDLY

In other words...

"IT'S GINGERVATING"

...the only ginger ale in the world made by the famous Dr. Lloyd "Liquid Ginger" Process—the one process that captures all the elusive flavor, the delicate aroma, the wholesome stimulating qualities of pure, natural ginger. (The patented Lloyd Process is owned by Canada Dry and cannot be used by anyone else.)

So drink Canada Dry anytime of day—it's good for you. Enjoy its wonderful flavor that's neither too sweet nor too dry...its delicious, thirst-quenching sparkle. Keep it ice-cold in the refrigerator. Serve it with meals. Give the children all the Canada Dry they want.

NEW LOW PRICES EVERYWHERE...

You couldn't enjoy a purer, more wholesome beverage. And the new, low prices make it economical. They've been materially reduced... now the lowest in Canada Dry's history.

1ST CHOICE

OF THE MOTORING PUBLIC!

**1½ MILLION DAILY BUY MOBILGAS,
LARGEST SELLING GASOLINE IN U.S.A.**

A FARMER in Montana stops to buy the best gas for his car.

So does a smart-driving taxi driver in Detroit... and a newly-married couple on Long Island, who are watching their pennies!

A thousand a minute, these motorists buy Mobilgas. A testimonial of sales bigger than that of any other gasoline in the U. S. A.!

Next time your gauge reads "low," fill up with Mobilgas at the Sign of the Flying Red Horse. Enjoy Mobilgas economy. Thrill to its faster pick-up. Relax to its smooth, quiet power!

Then see if you don't agree with the 1½ million motorists who stop for Mobilgas every day... it's the best gasoline you can buy!



MOBILGAS AND MOBILLOIL

SOGONY VACUUM OIL COMPANY, INC.





Engine No. 8 of the little Bridgton & Harrison R. R. chugs over its 16 miles of narrow gauge (2-ft.) track as visitors swarm over it and its five miniature cars.

MAINE NARROW-GAUGE ROAD SHOWS OFF

With special train for 116 locomotive lovers

In all the U. S. there are only two steam-powered 2-ft. narrow-gauge railroads. Both are in Maine. The more interesting is the Bridgton & Harrison which was built in 1881 and formerly chugged at 15 miles an hour from Bridgton Junction to Harrison. Today, with five miles lopped from its course, it still makes two daily round trips, with a full load of passengers, mail and freight, from Bridgton Junction to Bridgton, 16 miles away. On June 27, 116 members of the "Railroad Enthusiasts" chartered Engine No. 8 and a string of cars. For a full day "Railroad Enthusiasts" swarmed all over the B. & H., blew whistles, rang bells, crowded in the engineer's cab, rode on the cowcatcher, thoroughly fulfilled the club's avowed objective of "doing what we always wanted to do when we were kids."



The turntable is operated by manpower. Two men can swing it, but the children of "Railroad Enthusiasts" lend a hand. Note man straddling track in foreground.

At the throttle stands B.&H.'s onetime master mechanic, Millard Caswell, 87.

A tuckered "Enthusiast," homeward bound, takes a last look from platform.



"NO NEED TO DRIVE DOWN,
THEY'LL CALL FOR IT"



Whenever you have *anything* to ship; a trunk, baby chicks, valuable chinaware, horses, harmonicas, portable houses—or *anything*, from your home or place of business, Railway Express will call for and deliver it at no extra cost, in all cities and principal towns. For service phone nearest Railway Express or Western Union office. For super-speed—use Air Express.

RAILWAY EXPRESS
AGENCY, INC.

NATION-WIDE RAIL-AIR SERVICE

**15 YEARS OLD AND FRANKLY
EXCLUSIVE**



● Monnet Cognac is as exclusive as the class to which it appeals... for it is available in small choice quantities for the select few who appreciate only the choicest. And yet, the price is pleasingly popular.

86 PROOF

MONNET
COGNAC
Finest French Brandy

Your Guide to  Good Liquors

NATIONAL DISTILLERS PRODUCTS CORPORATION, SHAW IMPORT DIVISION, NEW YORK

RED RAVEN SPLITS

A carbonated laxative water for headache, indigestion or sluggish liver.

If you eat too much, drink too much, smoke too much, you will find a bottle of Red Raven Splits will clear the head and cool the blood; good any time, best before breakfast—hot coffee or tea aid in action.

For sale at every good store, club or hotel—every dining or Pullman lounge car.

Self-Stirring BILLY BAXTER

Club Soda, Ginger Ale, Sarsaparilla—America's one fancy line of carbonated drinks.

For sale at good places, nation-wide. Booklet free.

Red Raven, Cheswick, Pa.

Stimulate HAIR GROWTH Improve CIRCULATION

*with MECHANICAL, ALTERNATE VACUUM AND PRESSURE

X-ER-VAC TREATMENTS



Licensed for use under the methods of André A. Gueto, M. D., Cincinnati, Ohio, and according to U. S. Patent No. 2,055,123. Other U. S. Patents pending. The vacuum created in the XERVAC helmet by the compressor mechanism draws the blood into the deep network of capillaries that nourish the hair cells. The following cycle of pressure forces the blood out of the capillaries and into the veins. This continuous action sends a nourishing blood supply to the hair cells, thus stimulating normal hair growth. See your barber, beauty shop operator or local Crosley radio and refrigerator dealer... or write direct to—

THE CROSLY RADIO CORPORATION
Dept. 737-L, Cincinnati, O. © 1937, The C.R.C.

PICTURES TO THE EDITORS



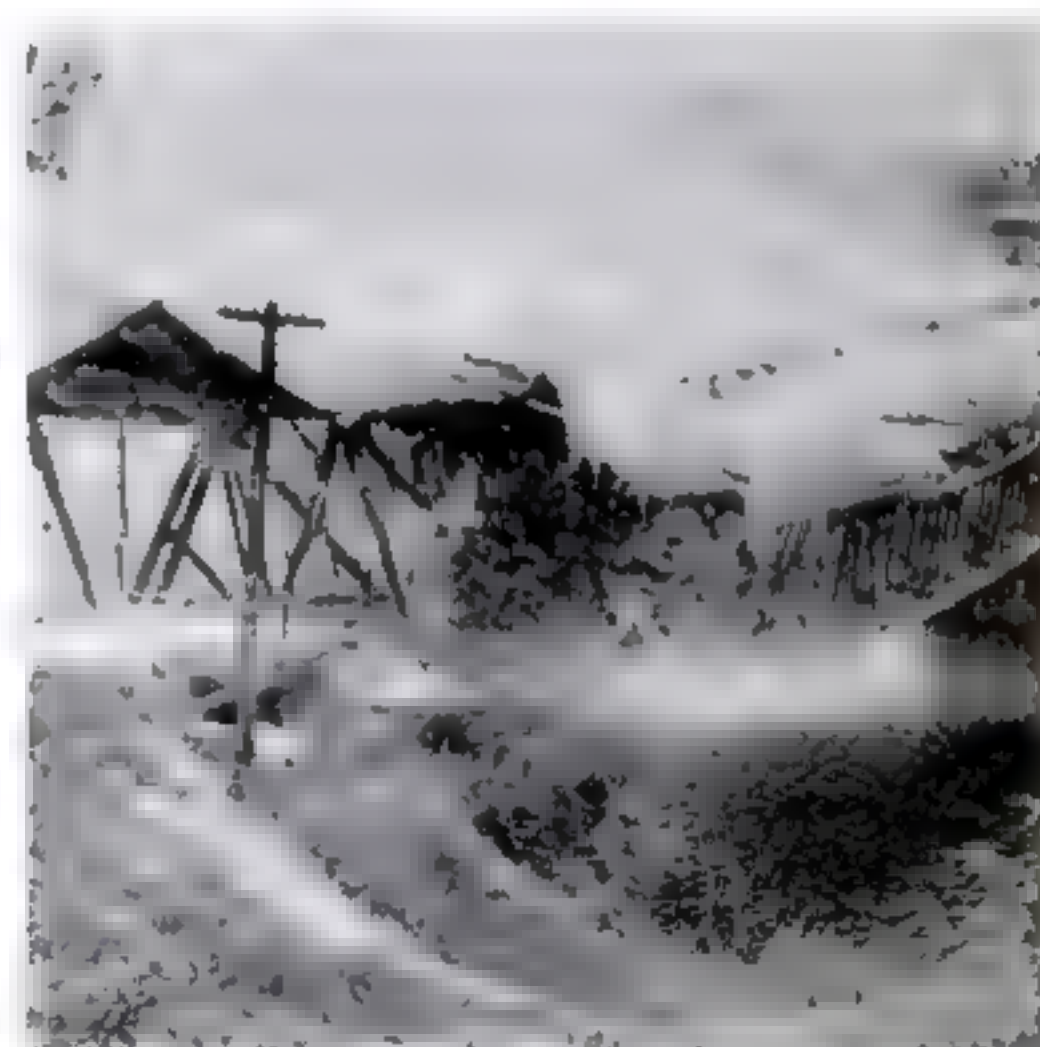
CAMERON BRIDGE, 130 YEARS OLD, IS CONDEMNED AS UNSAFE



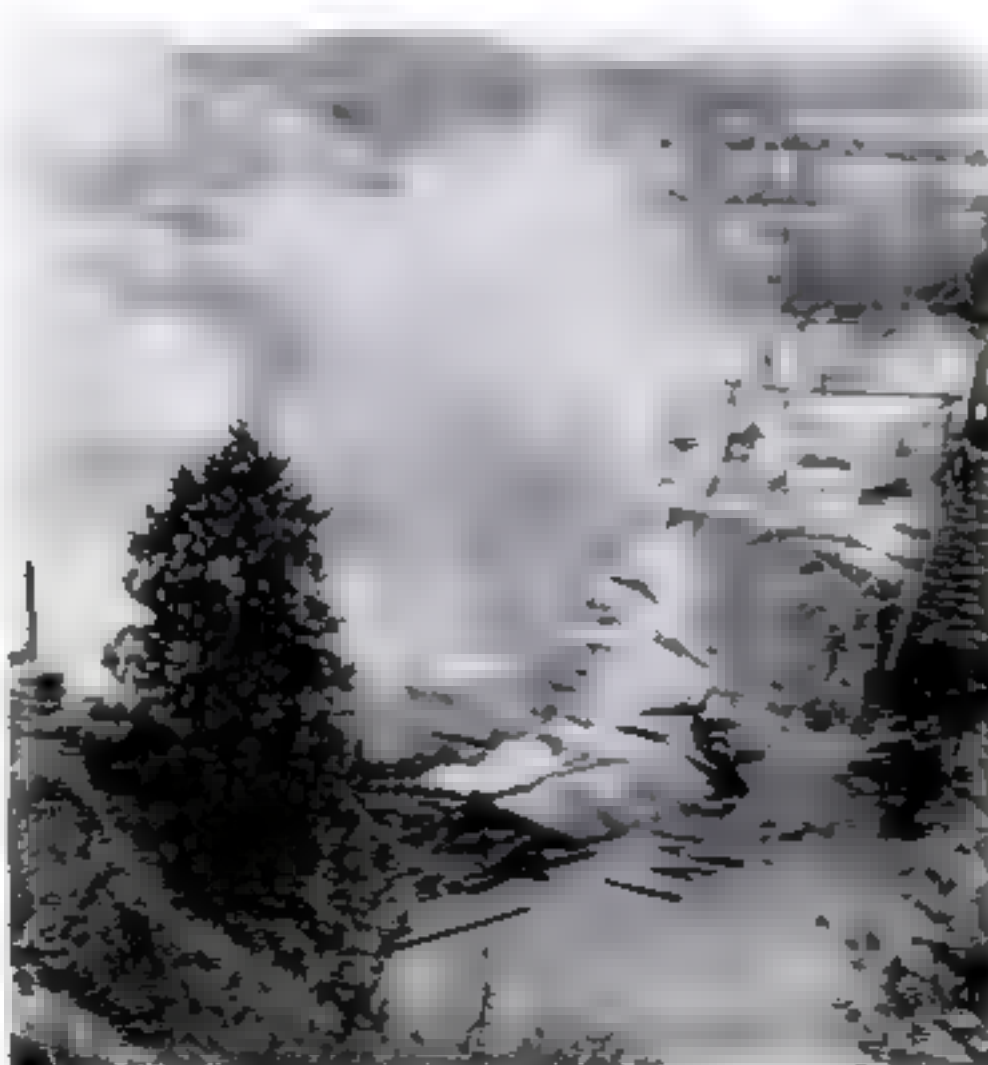
ITS OLD TIMBERS ARE FIRED



GASOLINE SPREADS THE BLAZE FAST



FLAMES EAT TINDER-DRY PLANKS



CAMERON BRIDGE IS NO MORE

BURNING BRIDGE

Sirs,

One of the last covered bridges in the United States, located about 15 miles north of Utica, N. Y. at North Gage, was burned in a spectacular fire through official action a few days ago because it was considered a menace to highway safety. Erected more than 130 years ago, the structure spanned the West Canada Creek near North Gage and was known as Cameron Bridge. Over it troops marched in the War of 1812 on their way from Albany to Sackets Harbor.

Highway officials directed workmen in an attempt to chop down the structure. After this method had been found unsatisfactory, the officials sent for gasoline, which was soaked on the tinder-dry planking. Torches were applied at both ends simultaneously and within a few minutes, after a final pyrotechnic display, the historic bridge was soon gone.

ARTHUR E. PFLANZ

Observer-Dispatch
Utica, N. Y.

POLO

HORSESHOES

OR BRIDGE



YOU'LL LOOK BETTER FEEL BETTER, TOO, IN THE BRACER

New kind of supporter belt controls sagging stomach muscles
... gives trim, youthful figure

WHETHER it's high goal polo at Meadow Brook—pitching horseshoes behind the barn or sitting down for a game of cards—whatever you do—wherever you do it—you'll look and feel better in The Bracer!

This amazing new type supporter belt instantly takes inches off your waistline—keeps you trim, youthful, athletic looking. And you'll feel better, too, for The Bracer supports sagging stomach muscles, gives you a better, healthier posture.

The Bracer is scientifically tailored for positive protection and perfect fit with absolute comfort. Knitted from two-way stretch "Lastex Yarn" with four removable ribs at the top to prevent rolling and with an exclusive fly-front supporter at the bottom. The Bracer is the last word in comfort and convenience. No buttons or buckles to bother with.

There is only one Bracer—a Bauer & Black product. Don't accept substitutes

A Bauer & Black product, The Bracer assures you finest quality, expert workmanship and scientific design. Bauer & Black are the world's largest manufacturers of athletic supporters, famous makers of medical and surgical supplies—their name is your guarantee of a supporter belt perfect in every detail.

The Bracer is made of the finest materials under conditions of hospital cleanliness. Stays soft and comfortable. Seams can't loosen or pull out. Try The Bracer without delay. Get several—have a clean one always. Remember there is only one Bracer. At department, drug, haberdashery and sporting goods stores.

THE BRACER

If your dealer cannot supply you with The Bracer, simply fill out and mail this coupon with a check or money order.
Price \$2.00 (Canada \$2.75).

BAUER & BLACK, Dept. A-28 2500 So. Dearborn St.,
Chicago, Ill. (In Canada, Statist E, Toronto.)

I am enclosing check or money order for

Please send me _____ Bracers. My waist measurement is _____

Name _____

Address _____

City _____ State _____

My dealer's name and address is _____

THE ONLY SUPPORTER BELT WITH THE EXCLUSIVE FLY FRONT

The Bracer is the only supporter belt that gives you the extra feature of a fly front—comfortable and convenient all day wear. Be sure you get The Bracer!



"MIKE! WHAT'S GOING ON DOWN THERE?"

"I'm putting on a new Purolator. Your father told me to take care of this buggy like it was my own."

The car manufacturer installed a genuine Purolator oil filter on your car to save costly repairs and to insure economical, trouble-free driving...but, it's up to you to keep this protection working.

Have your garage or service station man check the condition of your oil and renew your Purolator if necessary. Be sure you get a genuine Purolator, the filter that came on your car. Motor Improvements Incorporated, Newark, New Jersey, makers of

PUROLATOR

The Oil Filter On Your Motor Car

LICENSED UNDER SWEETLAND PATENTS

7
6

NOW...

**A CROSLEY
AUTO RADIO
FOR EVERY CAR**



EVERYONE CAN AFFORD THE CROSLEY
ROAMIO FIVER AT
\$19.99

YOU'RE THERE WITH A CROSLEY

ACTUALLY



KILLS FLEAS

*.. Instead of Merely
Stupefying them*

TO COMPLETELY RID your dog or cat of fleas and lice and to prevent reinfestation for days, use Pulvex Flea Powder. Odorless; non-irritating; made by experts with 93 years' experience. Fleas are worse than tormenting; they're actually dangerous, frequently carrying tapeworm larvae. Rid your dog of all his fleas (not just some) take no chances—

GIVEN Always Dust Your Dog All Over

Attached to every can of Pulvex is a valuable book on raising, training, feeding dogs. Its suggestions on government-approved diet may save you many times the cost of a can of Pulvex.

While a spot of Pulvex on dog's neck may kill the fleas 30% of the time (no flea powder tested does better) only a thorough dusting insures complete eradication of fleas and maximum protection for your dog against fresh attacks. At drug, pet, dept. stores, 50c.

**PULVEX
FLEA POWDER**

PICTURES TO THE EDITORS

(continued)



FALLING HORSE

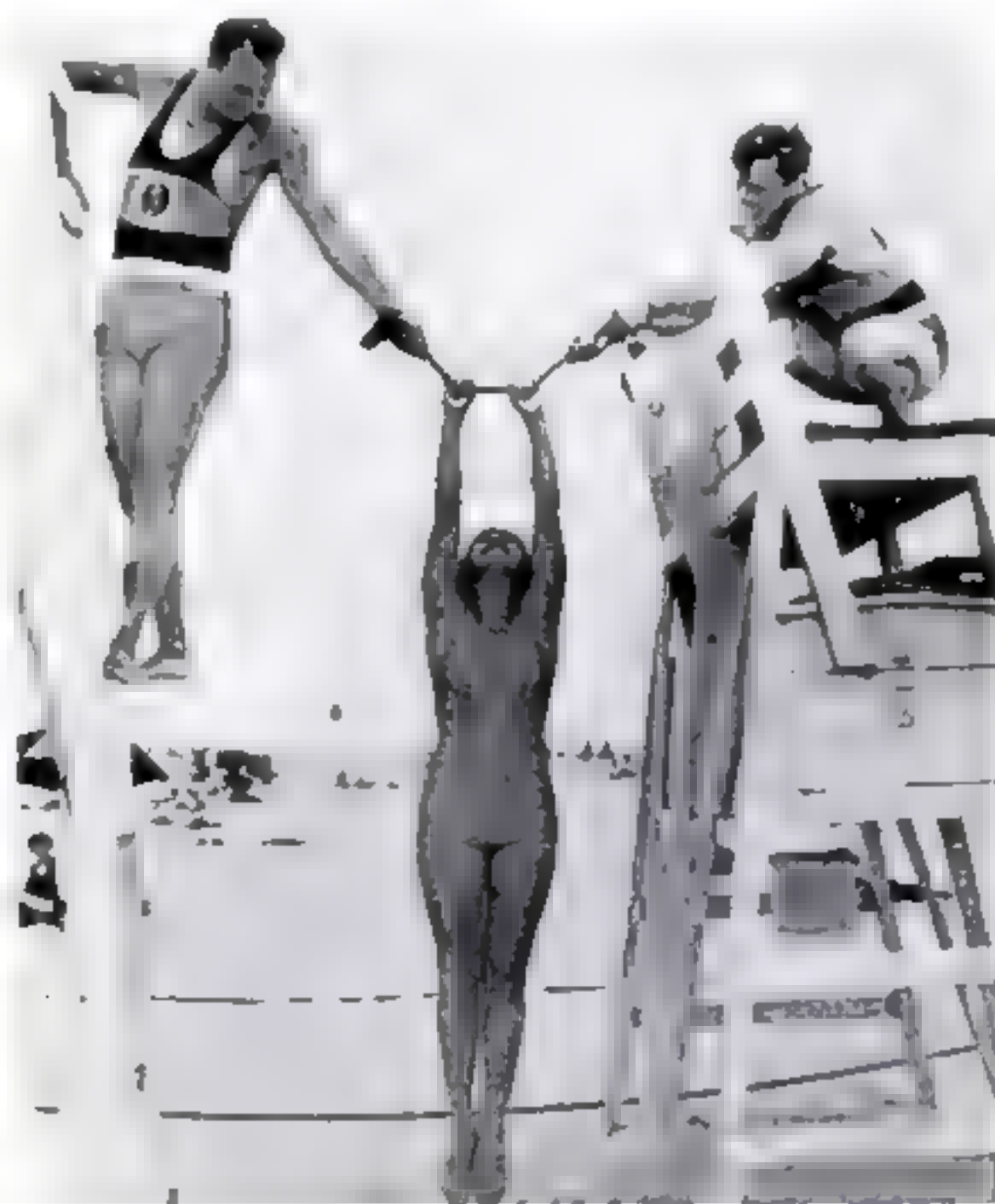
Sirs:

A team of horses belonging to Casey Jones, a farmer, was left in pasture adjoining the Nickel Plate Railroad right-of-way at Peru, Indiana. Unnoticed, they got on the right-of-way and started across the Nickel Plate bridge over the

Wabash. When half way across one animal stumbled, broke a leg, and plunged into the stream. The other also stumbled, broke a leg, and in its plunge over the bridge its head and neck caught between the iron supports along the side of the bridge. I took the photo myself.

T. J. WALSH

Peru, Ind.



RUBBER SWIM SUITS

Sirs:

As the world's largest producer of rubber swim suits we feel we owe it to the public to question your statement on page 38 of the June 24 issue in which you say the rubber suit frequently tears and hence is not very practical. Permit us to quote from a letter from Good Housekeeping:

"On the subject of safety, we tested the suits (U. S. Rubber Swim Suits) on a breaking strength machine up to 300 pounds. At that point the seams had not broken or pulled out. We consider this wholly satisfactory . . . you are entitled to use the phrase 'Guaranteed by Good

Housekeeping as Advertised Therein.' "

At the Great Lakes Exposition in Cleveland this year in the ballet number of the Aquacade Review, all the girls are wearing U. S. Rubber Swim Suits. They perform before thousands of spectators. The very nature of their work would give any suit rough usage. The U. S. Rubber Swim Suit is standing up under this usage. The U. S. Rubber Swim Suit is standing up for thousands of women on thousands of beaches.

As a result of exhaustive tests we know that our suits are practical.

HARRY J. HAFLIN
General Sales Manager

United States Rubber Products Inc.
New York, N. Y.

CLEAR YOUR EYES!

**When Red and Veined From
Late Hours . . . Swimming
. . . Wind . . . Exposure!*



NEW DISCOVERY WORKS IN SECONDS!

● Two noted eye specialists discovered this amazing formula . . . Eye-Gene! A couple of drops in each eye will make them so clear, so bright . . . so refreshed and soothed . . . when they're red and dull from fatigue, exposure or over-indulgence! Clears up that ugly, veined look . . . in seconds! Because Eye-Gene contains a special ingredient found in no other eye lotion on the market! Tested and approved . . . and used by thousands! Stainless, too! At all drug and department stores. Ask for Eye-Gene!

EYE-GENE

Make the

**BELLEVUE-
STRATFORD**

your
**Philadelphia
Headquarters**

MODERATELY PRICED
CENTRALLY SITUATED

"Best Food in Philadelphia"

Claude H. Bennett, Manager

OWN A MOVIE CAMERA!



For the first time, you can buy any nationally-known movie camera on terms as low as 10c a day! Do business with the largest firm dealing exclusively in movie equipment. Send for free illustrated catalog giving complete details. Modern Camera Exchange (Dept. 56) 1270 Sixth Avenue (Radio City) New York.

**EASTMAN
KEYSTONE
UNIVEX**

**10c
A DAY**

THE definite purpose of LIFE is to inform its readers of what is going on in the world today—to bring them the news which can best be told with pictures.

"SHOCKINGLY CLOSE TO US TODAY..."

says Lowell Thomas,
Famous News Commentator:

"This mighty film shows a side of war we seldom think about—youth, grasping its way back to normal life and happiness. 'The Road Back' carries a message that strikes shockingly close to us in these war-threatened days."



FROM WAR-RIDDEN TRENCHES TO NIGHT CLUBS—Pleasure-starved, love-hungry men wipe out memories of the battlefield in riotous living, the fleeting gaiety of night clubs.



FOUR YEARS WITHOUT WOMEN—Ludwig (Richard Cromwell) seeks forgetfulness in the touch of a woman's hand, her tender lips and smile. Hate, love, comedy, pathos make this the greatest motion picture of the year.



HUNGER AND REVOLUTION bring bitterness and misery to disillusioned veterans. This mighty film portrays vividly the moral and economic struggle in the wake of a great war.



"HE STOLE THE ONLY THING WORTH LIVING FOR"—So pleads Albert (Maurice Murphy), on trial for the murder of his sweetheart's betrayer. Trained to shoot innocent men, why shouldn't he kill the man who wronged him?

New UNIVERSAL presents

THE ROAD BACK

Mighty successor to
Erich Remarque's notable
"ALL QUIET on the Western Front"
with

JOHN KING, RICHARD CROMWELL
SELMA SUMNERVILLE
ANDY DEVINE, BARBARA READ
LOUISE FAZENDA, JOHN EMERY
NOAH BEERY, Jr., MAURICE MURPHY
ETIENNE GIRARDOT

Screen play by R. C. Sherriiff &
Charles Kenyon

A JAMES WHALE PRODUCTION
CHARLES R. ROGERS, Executive producer
Associate producer, Edmund Grainger



HAD HE GONE THROUGH HELL FOR THIS? Albert (Maurice Murphy) returns home to find the girl (Barbara Read), whose memory kept him alive during four bitter years in the trenches, in the arms of a war profiteer (William B. Davidson).



THEY SOUGHT LOST MOMENTS OF ECSTASY—With the same arms that held death away, they now reached for love—and new life. John King and Jean Rouverol in a tender scene.

TROPIX
by
PARIS



COOL

Smartly styled for Summer



Dress up to the temperature...comfortably. You feel your best when you look your best. "Tropix" Paris Garters keep your sox comfortably smooth. To summarize...be summer-wise...be cool.

Get several pair...prolong their wear by daily change. Your cool...comfortable new "Tropix" Paris Garters in a variety of smart, summery colors at your dealer's...now. Comfortably priced...Most styles, 50c. Others to \$1.

*Styled by the makers of
"Tropix" Paris Suspenders
and Sport Belts*

A. STEIN & COMPANY
CHICAGO • NEW YORK • TORONTO



PARIS
GARTERS
NO METAL CAN TOUCH YOU

PICTURES TO THE EDITORS

(continued)



EMBARRASSMENT CURE

—Mrs.

In Bryte, Yolo County, Calif., three residents began a week's parade on the streets of their community bearing placards. They are Joe Davis, Frank Keeler, and Frank Smith (top, left) and the signs read "I drink too much liquor and I don't know when to quit."

Justice of the Peace Frank Parisi (top, right) selected this method of punishment when the three were found guilty of disturbing the peace and violating a county

sobriety ordinance. The trio parade one hour each day from 5 to 6 p.m. in front of their homes for seven days. At the end of that time Justice of the Peace Parisi believes his "embarrassment cure" will have its effect on the men.

A fourth member of the group, Joe Butco also of Bryte (below), refused to pay for his offense in this manner and took the alternative of serving sixty days in the Yolo County Jail.

BOB HANDSAKER

*The Sacramento Bee
Sacramento, Calif.*



HEADACHES STOPPED WHEN I GOT WISER
NOW I'M AN ALKA-SELTZER-IZER

PUDDINGS AND PICKLES AND CHEESE AND PIES
BETTER PLAY SAFE AND ALKALIZE

HAPPY DAYS ARE HERE OL' MAN
I'M AN ALKA-SELTZER FAN

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Wide, close-cutting blade lies flat—shaves with barber's long, smooth stroke

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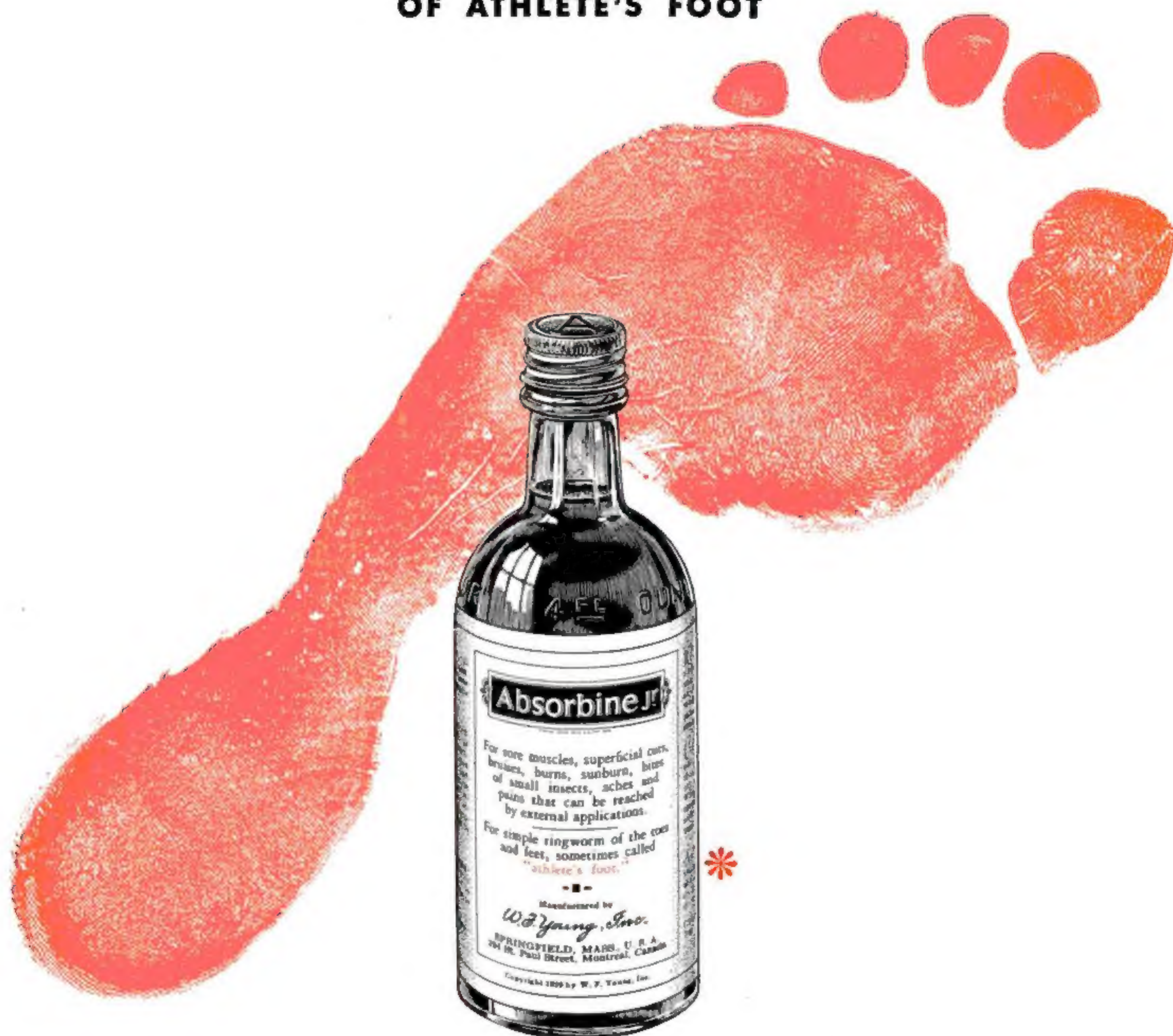
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OF ATHLETE'S FOOT



*"CARRIER" is the medical term for a person who carries infection. People infected with Athlete's Foot are "carriers." According to U. S. Public Health Service reports, ten million people are infected! They spread the disease wherever they tread barefoot—on shower and locker-room floors, on beach walks and in bath houses, around swimming pools, even on your own spotless bathroom floor. Don't be a

"carrier." If the skin between your toes itches, looks red, irritated—prompt application of cooling, soothing, relieving Absorbine Jr. may save you more serious complications and suffering from Athlete's Foot, and prevent you from spreading it to others. Absorbine Jr., sold at all druggists, \$1.25 a bottle; economical because a little goes so far. For free sample write to W. F. Young, Inc., 362 Lyman St., Springfield, Mass.

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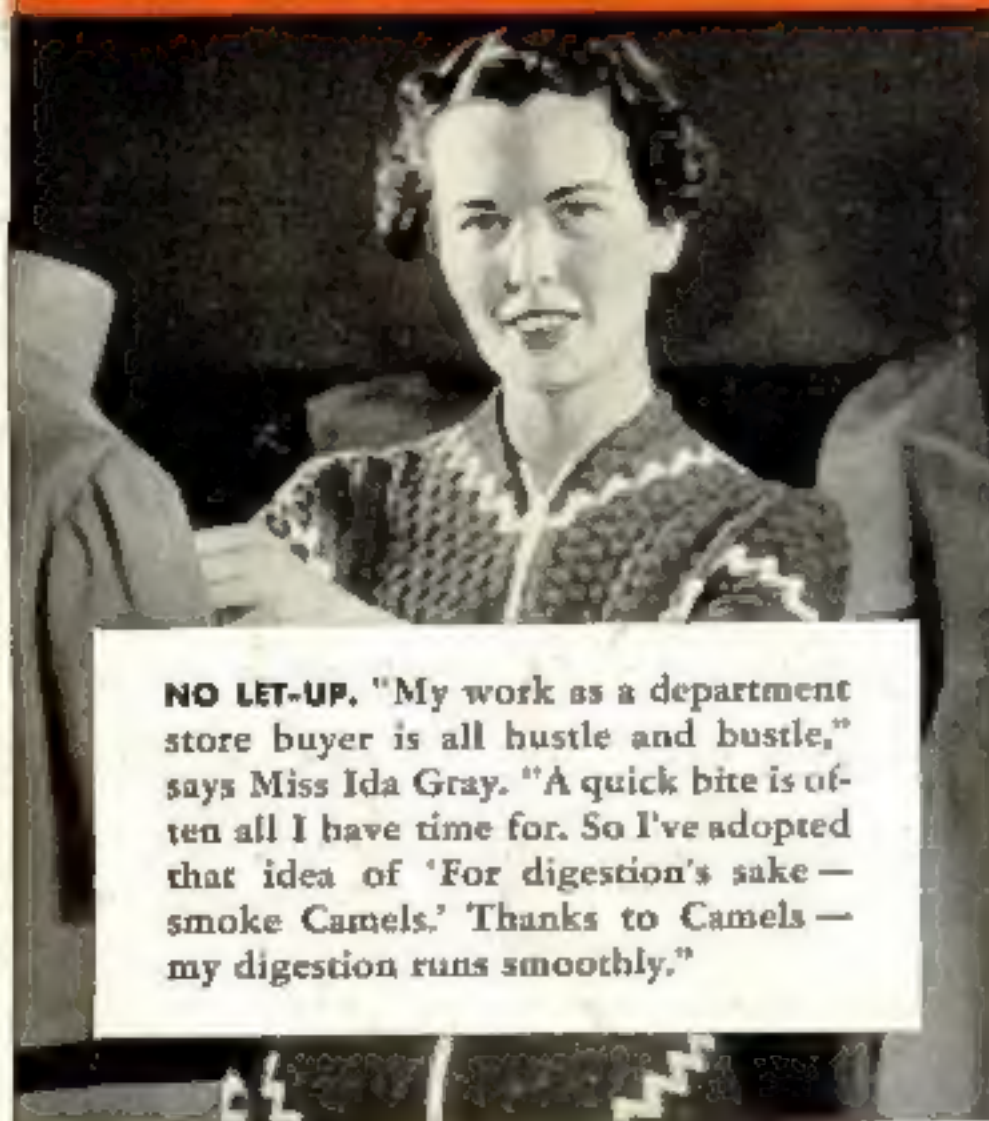
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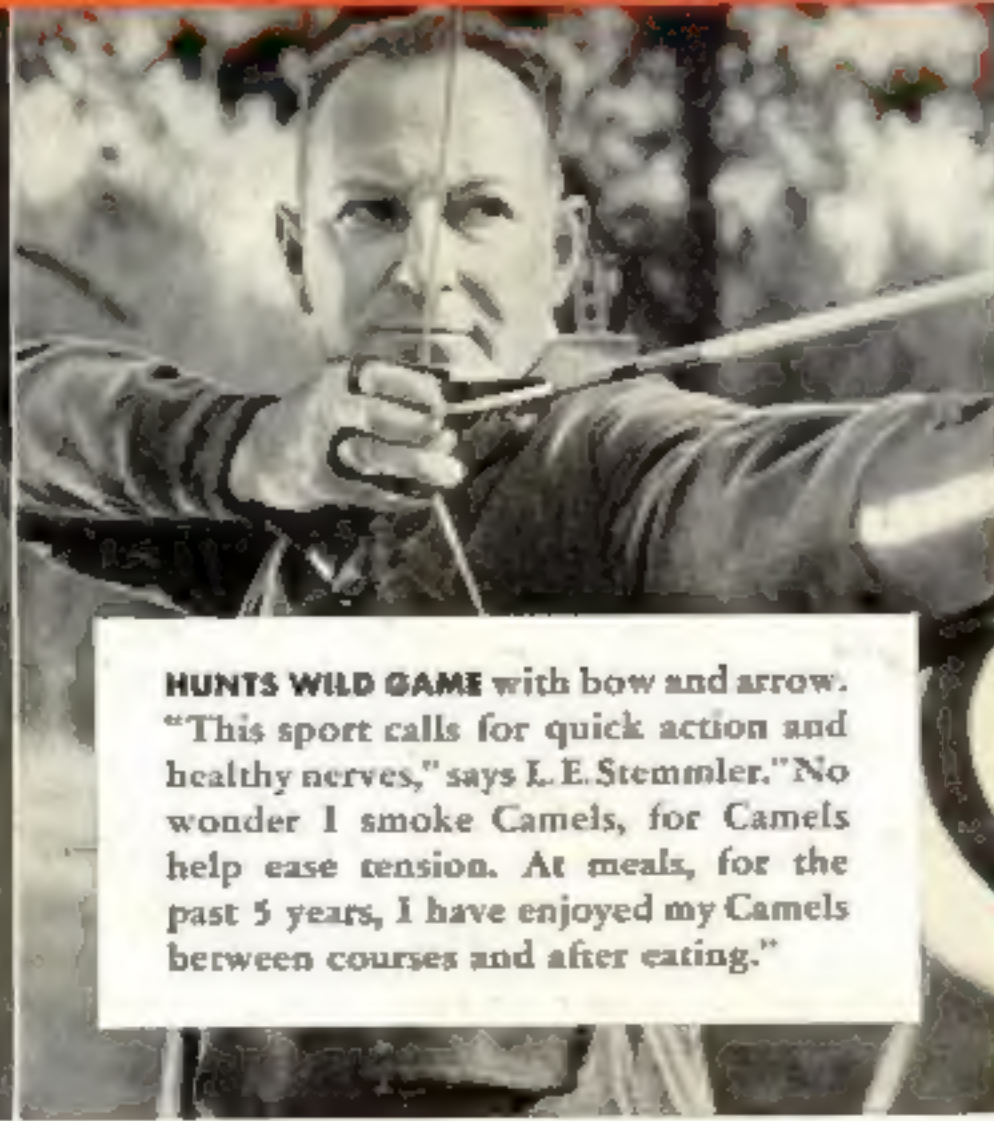
OVER coffee and her after-dinner Camels, Lenore says: "For digestion's sake — smoke Camels' is a rule with me. Camels help me enjoy my food no matter how tired or tense I may be. Camels set me right! I smoke

them as often as I wish and always with keen enjoyment." Because Camels are so mild — because they are made from such fine, costly tobaccos — you can enjoy them freely. At mealtimes, Camels encourage a free flow

of digestive fluids — alkaline digestive fluids — and lend a helping hand to good digestion. Camels give you a "lift" in energy. And they don't get on the nerves or irritate the throat.



NO LET-UP. "My work as a department store buyer is all hustle and bustle," says Miss Ida Gray. "A quick bite is often all I have time for. So I've adopted that idea of 'For digestion's sake — smoke Camels.' Thanks to Camels — my digestion runs smoothly."



HUNTS WILD GAME with bow and arrow. "This sport calls for quick action and healthy nerves," says L.E. Stemmler. "No wonder I smoke Camels, for Camels help ease tension. At meals, for the past 5 years, I have enjoyed my Camels between courses and after eating."



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